

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 24, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	26.1	22,160
2	DALLAS	25.4	21,560
3	HOLLYWOOD WIVES PT. 3(S)	25.2	21,390
4	FAMILY TIES	24.6	20,890
5	DYNASTY	24.0	20,380
6	60 MINUTES	23.7	20,120
7	SIMON & SIMON	22.6	19,190
8	CHEERS	22.1	18,760
9	A TEAM	21.2	18,000
10	MURDER, SHE WROTE	21.1	17,910
11	BOB HOPE LAMPOONS TV '85(S)	20.3	17,230
12	WHO'S THE BOSS?	19.9	16,900
13	FALCON CREST	19.8	16,810
14	KNOTS LANDING	19.7	16,730
15	KATE & ALLIE	19.6	16,640
16	MAGNUM, P.I.	19.4	16,470
17	DISNEYLAND'S 30TH ANNIV.(S)	19.3	16,390
18	NIGHT COURT	19.2	16,300

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	18.7	41,690
2	FAMILY TIES	16.9	37,500
3	DALLAS	16.2	36,130
4	A TEAM	15.7	34,890
5	DISNEYLAND'S 30TH ANNIV.(S)	15.4	34,250
6	LIFES-EMBARASSING MOMENTS(S)	15.4	34,140
7	BOB HOPE LAMPOONS TV '85(S)	15.1	33,580
8	DYNASTY	15.0	33,290
9	CHEERS	14.8	32,990
9	HOLLYWOOD WIVES PT. 3(S)	14.8	32,990
11	60 MINUTES	14.7	32,690
12	MURDER, SHE WROTE	14.7	32,590
13	SIMON & SIMON	14.3	31,740
14	ABC SUNDAY NIGHT MOVIE	14.2	31,600
15	BUGS BUNNY'S 3RD MOVIE(S)	14.1	31,370
16	I LOVE-CHIPMUNKS VALENTINE(S)	13.4	29,840
17	KATE & ALLIE	13.1	29,180
18	DIFF'RENT STROKES-SAT.	13.1	29,040
19	WEBSTER	12.9	28,730
20	MAGNUM, P.I.	12.8	28,510
21	WHO'S THE BOSS?	12.6	28,100

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.7	20,130
2	HOLLYWOOD WIVES PT. 3(S)	22.2	19,650
3	DYNASTY	21.2	18,760
4	BILL COSBY SHOW	20.0	17,750
5	SIMON & SIMON	18.8	16,660
6	FAMILY TIES	18.6	16,440
7	60 MINUTES	18.2	16,100
8	MURDER, SHE WROTE	17.5	15,540
9	KNOTS LANDING	17.5	15,530
10	CHEERS	17.3	15,330
11	KATE & ALLIE	16.8	14,890
12	LIFES-EMBARASSING MOMENTS(S)	16.8	14,840
13	HOTEL	16.6	14,700
14	FALCON CREST	16.6	14,660
15	NEWHART	16.5	14,620
16	ABC SUNDAY NIGHT MOVIE	16.1	14,220
17	WEBSTER	16.0	14,170

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	17.1	13,670
2	DALLAS	14.7	11,710
3	A TEAM	14.6	11,650
4	LIFES-EMBARASSING MOMENTS(S)	14.5	11,590
5	BOB HOPE LAMPOONS TV '85(S)	14.4	11,510
6	ABC SUNDAY NIGHT MOVIE	13.6	10,880
7	CBS SPECIAL MOVIE PRSNT.(S)	13.6	10,850
8	SIMON & SIMON	13.5	10,760
9	MAGNUM, P.I.	13.2	10,580
10	CHEERS	13.2	10,530
11	MURDER, SHE WROTE	13.1	10,480
12	BILL COSBY SHOW	13.1	10,440
13	HOLLYWOOD WIVES PT. 3(S)	13.0	10,390
14	NBC MONDAY NIGHT MOVIES#	12.7	10,170
15	DYNASTY	12.5	10,010
16	NBC SUNDAY NIGHT MOVIE	12.1	9,700
17	AIRWOLF#	12.0	9,570
18	CRAZY LIKE A FOX	11.9	9,540
19	FAMILY TIES	11.8	9,440

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 24, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HOLLYWOOD WIVES PT. 3(S)	20.8	11,580
2	DYNASTY	20.5	11,460
3	DALLAS	19.1	10,670
4	BILL COSBY SHOW	18.9	10,530
5	LIFES-EMBARASSING MOMENTS(S)	18.8	10,510
6	ABC SUNDAY NIGHT MOVIE	18.0	10,060
7	FAMILY TIES	17.9	10,010
8	CHEERS	17.2	9,610
9	SIMON & SIMON	16.7	9,310
10	KATE & ALLIE	16.3	9,110
11	NEWHART	16.2	9,020
12	NIGHT COURT	15.7	8,750
13	KNOTS LANDING	15.6	8,690
14	DISNEYLAND'S 30TH ANNIV.(S)	15.5	8,620
15	HOTEL	14.3	8,000
16	NBC MONDAY NIGHT MOVIES#	14.2	7,910
17	A TEAM	14.0	7,800
18	WHO'S THE BOSS?	13.8	7,700

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.6	8,330
1	60 MINUTES	30.6	8,330
3	MURDER, SHE WROTE	27.7	7,550
4	FALCON CREST	25.9	7,050
5	HOLLYWOOD WIVES PT. 3(S)	25.7	7,010
6	SIMON & SIMON	23.4	6,370
7	DYNASTY	22.5	6,130
8	BILL COSBY SHOW	21.9	5,960
9	BOB HOPE LAMPOONS TV '85(S)	21.4	5,840
10	CRAZY LIKE A FOX	21.4	5,830
11	KNOTS LANDING	21.3	5,800
12	HOTEL	21.1	5,740
13	HIGHWAY TO HEAVEN#	20.9	5,690
14	MAGNUM, P.I.	20.6	5,600
15	LOVE BOAT	20.5	5,580
16	WEBSTER	20.4	5,560
17	TRAPPER JOHN, M.D.	20.2	5,500

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	16.0	8,650
2	ABC SUNDAY NIGHT MOVIE	14.9	8,030
3	CHEERS	13.4	7,260
4	A TEAM	13.3	7,200
5	AIRWOLF#	12.3	6,650
6	HILL STREET BLUES	12.2	6,620
7	MIAMI VICE	12.1	6,560
8	BOB HOPE LAMPOONS TV '85(S)	12.0	6,500
9	DISNEYLAND'S 30TH ANNIV.(S)	12.0	6,460
10	60 MINUTES	11.8	6,360
11	NIGHT COURT	11.7	6,340
12	FAMILY TIES	11.7	6,330
13	BILL COSBY SHOW	11.6	6,270
14	NBC MONDAY NIGHT MOVIES#	11.6	6,260
15	REMINGTON STEELE#	11.3	6,120
16	DALLAS	11.1	5,980
17	NBC SUNDAY NIGHT MOVIE	11.0	5,920
18	SIMON & SIMON	10.8	5,840

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.9	5,970
2	MURDER, SHE WROTE	23.5	4,850
3	DALLAS	22.7	4,700
4	BOB HOPE LAMPOONS TV '85(S)	19.6	4,050
5	CRAZY LIKE A FOX	19.4	4,020
6	SIMON & SIMON	19.4	4,000
7	HOLLYWOOD WIVES PT. 3(S)	19.0	3,920
7	MAGNUM, P.I.	19.0	3,920
9	CBS SPECIAL MOVIE PRSNT.(S)	18.9	3,900
10	DYNASTY	18.5	3,820
11	A TEAM	18.4	3,810
12	CBS EVENING NEWS-RATHER	17.7	3,650
13	FALCON CREST	17.4	3,600
14	TRAPPER JOHN, M.D.	17.4	3,590
15	BILL COSBY SHOW	16.9	3,490
16	LOVE BOAT	16.5	3,420
17	ANNE MURRAY:SOUNDS-LONDON(S)	16.3	3,360
18	NBC MONDAY NIGHT MOVIES#	15.4	3,190
18	T.J. HOOKER	15.4	3,190

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
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ABC MONDAY NIGHT MOVIE 7 205 208 A 17.8 27 1511 1531 746 338 837 280 481 450 398 294 506 164 303 295 268 169 117 68^ 71^ 35^																																	
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MON. 9.00P 120																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																			
ABC SUNDAY NIGHT MOVIE						18	208	208	A 18.6	27	1579	2001	832	349	900	368	638	528	440	196	690	352	508	424	244	150	209	115	202	150					
1	SUN.	9.00P	120	ABC	FF	99	99	B 18.3	28	1554	1938	756	345	823	339	571	491	388	195	752	326	539	468	341	166	185	86	178	120						
2	SUN.	8.00P	150					A 15.0	21	1274	2237	792	352	828	385	662	559	411	101^	772	408	616	557	304	109^	248	117^	389	279						
		8.00 - 8.30						A 15.0	20	1274	2264	825	365	872	415	720	607	428	88^	765	435	620	566	273	97^	272	120^	355	280						
		8.30 - 9.00						A 19.6	27	1664	2028	833	350	892	353	615	511	434	217	695	349	509	430	259	152	218	116	223	156						
		9.00 - 9.30						A 19.7	28	1673	1998	824	345	885	352	622	518	436	203	708	360	524	434	252	154	222	118	183	145						
		9.30 - 10.00						A 18.7	29	1588	1907	846	340	919	391	650	526	431	202	675	345	496	404	225	155	182	109	131	102						
		10.00 - 10.30						A 21.1	35	1791	1797	873	368	996	342	624	516	430	286	557	255	352	242	174	191	153	117^	91^	44^						
		10.30 - 11.00																																	
ABC THURSDAY NIGHT MOVIE						15	194	195	A 10.1	15	857	1693	734	273	802	283	484	440	396	259	643	264	427	416	295	169	138^	65^	110^	38^					
1	THU.	8.00P	120	ABC	FF	98	97	B 12.4	19	1053	1809	745	333	843	313	530	467	391	255	603	217	396	376	297	160	174	91	189	128						
2	THU.	8.37P	120					A 7.6	11	645	2029	788	280^	863	286^	495	548	471	280^	716	327^	530	552	324^	140^	221^	118^	229^	91^						
		8.00 - 8.30						A 8.6	13	730	1756	745	221	825	295	476	433	383	288	600	244	395	394	289	156^	140^	62^	191	80^						
		8.30 - 9.00						A 9.7	14	824	1682	714	259	802	296	487	447	397	254	627	282	425	395	279	155	134^	58^	119^	13^						
		9.00 - 9.30				</																													

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
BOB HOPE LAMPOONS TV '85(S)										194	A	20.3	28	1723	1949	710	269	762	191	349	368	367	339	669	242	379	345	324	236	158	92^	360	202
2 SUN. 8.00P 60 NBC CV										98	A	19.1	27	1622	1946	703	262	755	191	339	350	346	350	660	238	374	337	321	233	152^	84^	379	212
8.00 - 8.30											A	21.4	29	1817	1953	716	275	768	191	358	387	383	330	678	248	383	354	324	238	164	100^	343	191
8.30 - 9.00																																	
BUGS BUNNY'S 3RD MOVIE(S)										201	A	16.2	27	1375	2281	680	236	737	356	531	476	257	181	563	251	356	322	210	191	153^	76^	828	517
2 FRI. 8.00P 60 CBS EA										97	A	15.2	25	1290	2297	704	241	753	379	551	487	246	181^	540	250	329	289	187^	198	157^	81^	847	539
8.00 - 8.30											A	17.2	28	1460	2261	660	231	724	339	516	468	263	181	585	253	380	346	228	190	145^	68^	807	497
8.30 - 9.00																																	
CAGNEY & LACEY										17	A	16.6	26	1409	1508	787	347	861	291	516	488	404	304	521	209	335	291	236	154	68^	23^	58^	30^
MON. 10.00P 60 CBS OP										99	B	17.2	28	1460	1444	755	305	849	276	472	433	386	326	474	159	287	270	231	159	80	45	41	33
10.00 - 10.30											A	16.6	26	1409	1496	786	354	859	300	518	490	389	301	507	194	323	288	234	152	72^	30^	58^	29^
10.30 - 11.00											A	16.7	27	1418	1506	779	337	856	278	509	479	419	307	531	223	345	291	236	155	62^	16^	57^	30^
CALL TO GLORY										4	A	8.2	13	696	1614	737	358	840	288^	541	576	434	197^	623	200^	384	360	357^	183^	63^	LT	88^	30^
1 TUE. 10.00P 60 ABC GD										99	B	9.7	16	824	1533	728	326	854	319	523	470	387	250	578	166	337	339	320	184	51	23	50	19
10.00 - 10.30											A	8.4	13	713	1627	758	370	855	285^	539	571	436	215^	620	187^	382	364	368	181^	50^	LT	102^	40^
10.30 - 11.00											A	8.0	13	679	1589	713	345^	822	287^	542	580	432	178^	626	216^	389	356^	343^	183^	70^	LT	71^	20^
CBS EVENING NEWS-RATHER										105	A	14.2	24	1206	1493	674	217	723	134	281	294	333	407	585	112	243	251	304	303	57	20^	128	71
M-F 6.30P 30 CBS N										99	B	13.8	24	1172	1483	690	221	744	139	289	293	337	417	586	113	235	240	286	313	63	32	90	53
CBS EVENING NEWS-SUNDAY										13	A	7.5	14	637	1449	646	202	666	91^	237	239	365	403	684	148^	317	355	347	319	36^	8^	63^	24^
SUN. 6.00P 30 CBS N										91	B	8.6	15	730	1510	667	216	721	110	247	267	338	433	638	157	294	311	297	306	68	34	83	51
CBS SAT. NEWS-SCHIEFFER										15	A	9.8	19	832	1468	677	192	732	119^	261	279	354	418	588	83^	213	248	315	326	27^	27^	121^	77^
SAT. 6.30P 30 CBS N										91	B	9.5	18	807	1538	679	225	735	127	278	278	340	417	631	163	283	281	291	302	65	30	107	63
CBS SPECIAL MOVIE PRSNT.(S)										205	A	18.5	31	1571	1600	708	308	765	149^	400	401	451	304	689	123^	345	405	454	248	71^	24^	75^	49^
1 SAT. 9.00P 120 CBS FF										99	A	15.9	26	1350	1647	735	317	787	141^	407	408	457	318	662	113^	306	390	442	244	90^	37^	108^	72^
9.00 - 9.30											A	18.1	30	1537	1578	692	302	745	115^	372	376	448	314	669	118^	308	381	438	252	76^	29^	88^	56^
9.30 - 10.00											A	20.1	34	1706	1599	700	304	755	151	394	398	451	299	716	133^	380	429	466	246	66^	21^	62^	43^
10.00 - 10.30											A	20.1	35	1706	1560	700	305	763	175	418	421	448	286	696	125^	370	409	460	248	56^	16^	45^	28^
10.30 - 11.00																																	
CBS TUESDAY NIGHT MOVIES										14	A	15.9	24	1350	1730	708	280	785	273	464	417	364	273	624	233	394	360	326	169	162	87^	159	98
1 TUE. 8.00P 180 CBS FF										99	B	16.5	26	1401	1605	769	299	859	271	488	452	416	315	522	179	309	286	256	170	125	71	99	67
2 TUE. 8.30P 150											A	18.2	26	1545	1713	799	287	882	288	514	426	424	329	551	174	313	355	309	169	109^	64^	171	85^
8.00 - 8.30											A	13.8	20	1172	1775	703	273	781	259	456	398	375	278	600	191	362	368	334	174	157	89^	237	127
8.30 - 9.00											A	15.5	22	1316	1771	711	275	790	276	464	419	359	277	629	248	402	339	317	166	170	100	182	138
9.00 - 9.30											A	15.9	24	1350	1744	706	286	787	281	469	427	361	264	628	255	410	350	317	154	164	91^	165	108
9.30 - 10.00											A	16.6	26	1409	1697	692	289	767	281	466	430	345	253	645	258	423	370	323	169	163	79^	122	69^
10.00 - 10.30											A	16.7	28	1418	1692	682	278	755	270	439	404	338	266	656	242	419	369	352	182	178	88^	103	65^
10.30 - 11.00																																	
CBS WEDNESDAY NIGHT MOVIE										18	A	13.6	21	1155	1583	700	253	799	222	424	383	399	321	578	195	359	316	286	192	96^	48^	110	71^
1 WED. 8.30P 150 CBS FF										97	B	12.6	20	1070	1656	706	271	777	238	452	406	391	277	621	195	386	369	332	189	126	47	132	87
2 WED. 9.00P 120											A	11.8	17	1002	1749	685	320	809	218^	444	353	420	334	509	116^	317	311	315	161^	244^	167^	187^	146^
8.30 - 9.00											A	14.2	20	1206	1590	708	257	803	200	413	409	415	334	531	169	310	283	263	197	107	53^	149	98^
9.00 - 9.30											A	14.1	20	1197	1629	732	269	831	230	445	406	415	329	577	202	350	300	277	204	98^	54^	123	65^
9.30 - 10.00											A	13.8	22	1172	1532	671	236	772	231	409	361	367	308	610	221	391	337	294	189	71^	31^	79^	50^
10.00 - 10.30											A	13.3	23	1129	1511	695	223	787	228	419	368	393	310	632	227	409	345	306	189	37^	LT	55^	39^
10.30 - 11.00																																	

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
							WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. % %	AVG. AUD. % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL														18- 34	18- 49	25- 54	35- 64	55+						
EVENING CONT'D																														
CHARLES IN CHARGE																														
	WED.	8.00P	30	CBS	CS	18	200	198	A 14.0	21	1189	1744	640	295	729	283	440	376	293	267	497	193	333	288	234	138	245	126	273	167
									B 13.6	21	1155	1812	669	285	777	317	494	397	304	250	468	176	310	272	214	134	267	164	300	208
CHEERS																														
	1 THU.	9.00P	30	NBC	CS	20	205	204	A 22.1	33	1876	1759	726	378	816	323	512	484	347	244	561	260	387	350	227	141	196	115	186	137
	2 THU.	9.35P	30			98	99		B 19.3	29	1639	1820	759	373	855	365	556	495	355	239	601	279	422	378	254	139	201	112	163	116
CODE NAME: FOXFIRE																														
	FRI.	8.00P	60	NBC	A	3	202	200	A 12.7	21	1078	1815	744	289	797	249	456	432	395	282	562	128	292	305	322	216	126	55^	330	214
		8.00 - 8.30				99	99		B 13.4	21	1138	1830	730	277	792	245	470	455	413	264	599	172	334	313	323	216	145	65	294	199
		8.30 - 9.00							A 12.9	21	1095	1795	754	296	806	251	453	429	394	292	546	126	280	295	305	212	119	47^	324	206
									A 12.6	20	1070	1808	727	276	778	241	454	430	394	266	570	129	300	309	332	219	128	60^	332	218
COVER-UP																														
	2 SAT.	10.00P	60	CBS	GD	15	202	202	A 13.2	23	1121	1649	776	280	813	228	512	465	465	257	612	219^	439	442	325	132^	116^	38^	108^	84^
		10.00 - 10.30				99	99		B 14.0	25	1189	1738	720	285	787	245	490	461	406	250	666	209	431	430	372	189	136	46	149	116
		10.30 - 11.00							A 13.0	22	1104	1689	792	306	825	249	527	478	456	250	628	236	452	451	326	133^	108^	34^	128^	87^
									A 13.5	24	1146	1590	758	250	797	205^	492	448	471	263	588	200^	422	429	322	127^	116^	40^	89^	79^
CRAZY LIKE A FOX																														
	SUN.	9.00P	60	CBS	PD	6	204	204	A 18.5	26	1571	1777	754	328	869	229	457	416	420	370	608	121	309	329	352	256	98	29^	202	115
		9.00 - 9.30				99	99		B 19.9	28	1690	1676	765	333	860	206	431	422	446	371	597	151	322	328	325	227	101	39	118	75
		9.30 - 10.00							A 18.4	26	1562	1788	744	321	858	227	443	402	409	372	604	118	302	318	350	257	108	26^	218	118
									A 18.7	27	1588	1751	759	331	874	231	466	424	426	368	606	123	313	336	350	252	86	32^	185	110
DALLAS																														
	FRI.	9.00P	60	CBS	GD	20	208	207	A 25.4	40	2156	1676	878	323	934	298	494	479	389	388	543	169	278	287	250	218	44^	34^	155	93
						99	99		B 25.5	40	2165	1648	855	319	939	287	488	453	407	399	505	152	259	254	228	211	91	50	113	75
9.00 - 9.30																														
9.30 - 10.00																														
A 24.9 39 2114 1699 879 318 937 305 495 474 380 391 547 168 275 286 250 222 47^ 34^ 168 101																														
A 25.9 40 2199 1647 875 327 930 293 494 482 394 382 535 166 277 284 249 212 39^ 32^ 143 87																														
DIFF'RENT STROKES-SAT.																														
	SAT.	8.00P	30	NBC	CS	20	205	204	A 16.7	28	1418	2048	682	298	791	320	475	410	307	256	445	148	223	250	211	160	307	203	505	368
						99	97		B 15.2	26	1290	1980	718	286	800	289	463	407	316	296	439	144	245	246	212	154	288	189	453	322
DISNEYLAND'S 30TH ANNIV.(S)																														
	2 MON.	8.00P	120	NBC	GV		198		A 19.3	28	1639	2090	770	313	836	303	527	535	380	251	567	251	395	368	220	157	228	151	459	254
		8.00 - 8.30				98			A 21.6	31	1834	2140	797	329	862	306	537	557	389	265	601	267	428	413	234	154	213	140	464	252
		8.30 - 9.00							A 21.7	31	1842	2083	745	287	806	271	489	521	375	254	568	239	406	379	242	145	207	136	502	287
		9.00 - 9.30							A 18.6	26	1579	2101	755	318	820	317	534	521	370	229	561	254	380	351	210	164	273	181	447	245
		9.30 - 10.00							A 15.4	22	1307	2001	782	319	848	316	544	536	386	248	516	238	350	316	182^158^	229	155^	408	220	
DOUBLE TROUBLE																														
	SAT.	8.30P	30	NBC	CS	12	200	197	A 15.2	25	1290	2064	678	315	791	320	502	425	320	238	445	156	233	233	194	171	308	213	520	352
						98	99		B 14.2	23	1206	2066	710	281	803	303	495	430	339	264	450	159	266	254	223	145	328	222	485	349
DYNASTY																														
	WED.	9.00P	60	ABC	GD	20	207	206	A 24.0	35	2038	1633	826	384	919	331	561	505	423	300	490	173	271	243	202	188	99	58^	125	62^
		9.00 - 9.30				99	99		B 25.4	38	2156	1693	841	355	955	358	581	501	408	318	547	222	332	289	220	180	97	56	94	54
		9.30 - 10.00							A 23.0	33	1953	1645	809	375	900	328	550	490	416	294	491	171	271	243	207	189	111	61^	143	72
									A 25.1	36	2131	1613	839	391	934	334	571	517	429	305	487	175	270	242	198	183	84	55^	108	53^
E/R																														
	2 WED.	8.30P	30	CBS	CS	11	202	202	A 14.1	21	1197	1598	708	264	743	296	459	460	310	246	471	208	300	257	191^153^	186^	98^	198^	116^	
						99	99		B 12.9	19	1095	1697	667	274	755	296	477	403	322	241	471	171	310	271	231	139	259	153	212	149
FACTS OF LIFE																														
	WED.	9.00P	30	NBC	CS	19	195	194	A 17.6	25	1494	1707	704	257	767	347	494	395	268	244	438	169	285	222	194	136	253	135	249	170
						98	99		B 16.1	24	1367	1770	749	300	814	305	505	448	362	258	476	176	299	271	219	148	257	142	223	164
FALCON CREST																														
	FRI.	10.00P	60	CBS	GD	20	207	207	A 19.8	33	1681	1453	827	281	871	226	403	404	382	418	475	128	227	231	224	215	46^	30^	61^	31^
		10.00 - 10.30				99	99		B 20.4	34	1732	1550	846	300	929	254	453	432	422	416	468	135	228	227	216	207	91	53	62	44
		10.30 - 11.00							A 20.3	33	1723	1442	829	288	871	229	409	412	378	413	474	130	228	235	225	210	38^	28^	59^	30^
									A 19.4	33	1647	1450	823	272	868	223	396	395	382	424	468	122	220	223	223	216	52^	31^	62^	31^

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Avg. Aud. %	Avg. Share %				Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)	CHILDREN (2-11)									
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																				
FALL GUY																		1735	624	266	703	240	366	325	314	298	576	196	357	302	276	205	174	99	282	194
WED. 8.00P 60 ABC A 21 208 206																		1825	690	268	772	273	445	376	333	289	644	231	397	350	296	210	145	61	264	173
8.00 - 8.30																		1725	618	257	697	226	352	317	317	308	590	188	364	312	295	211	166	94	272	191
8.30 - 9.00																		1728	626	273	704	251	379	328	309	291	560	201	351	290	259	199	174	102	290	196
FAMILY TIES																		1795	694	320	788	309	480	436	332	247	453	207	304	271	172	124	237	158	317	236
1 THU. 8.30P 30 NBC CS 21 205 202																		1979	756	342	855	356	552	489	360	242	530	225	360	320	230	135	270	163	324	221
2 THU. 9.05P 30																																				
FINDER OF LOST LOVES																		1729	846	337	922	263	490	477	431	379	495	151	275	238	252	194	150	109	162	103^
SAT. 10.00P 60 ABC GD 17 208 207																		1548	791	281	869	231	424	402	405	392	466	125	234	229	234	195	116	73	97	69
10.00 - 10.30																		1760	856	340	923	264	493	472	426	377	507	158	292	256	259	190	160	118	170	105^
10.30 - 11.00																		1703	840	335	927	263	487	484	436	385	485	141	257	223	249	203	140	99^	151	100^
FOUL UPS, BLEEPERS&BLUNDERS(S)																		1796	793	326	819	431	659	492	359	106^	722	399	596	480	257^	95^	162^	44^	93^	93^
2 SUN. 10.30P 30 ABC U 208 99																																				
GIMME A BREAK																		2001	693	304	802	312	512	460	384	230	424	138	242	236	196	156	285	177	490	360
SAT. 9.00P 30 NBC CS 12 191 191																		2005	725	303	832	325	529	455	371	245	443	155	273	271	222	136	291	191	439	318
HARDCASTLE & MCCORMICK																		1668	779	311	834	300	494	415	382	302	582	212	331	327	260	210	127	52^	125	86^
MON. 8.00P 60 ABC A 7 206 206																		1853	748	306	852	282	482	413	411	322	623	222	363	327	288	224	149	69	229	151
8.00 - 8.30																		1645	775	305	827	294	487	414	389	301	571	200	321	314	260	211	118	50^	129	88^
8.30 - 9.00																		1684	780	314	837	305	495	416	372	303	591	222	340	335	259	212	137	56^	119	82^
HIGHWAY TO HEAVEN																		1699	846	347	908	250	464	441	440	371	442	110^	224	213	202	199	175	68^	174	93^
2 WED. 8.00P 60 NBC GD 18 204 98																		1803	801	299	869	236	438	445	429	357	532	148	281	280	259	213	163	78	239	169
8.00 - 8.30																		1694	844	332	901	227	430	427	442	393	447	105^	211	205	199	214	157^	63^	189	106^
8.30 - 9.00																		1710	849	364	917	272	498	459	441	349	438	117^	236	222	203	185	193	74^	162	82^
HILL STREET BLUES																		1607	689	305	781	342	526	477	348	204	641	238	456	435	331	156	121	63^	64^	36^
1 THU. 10.00P 60 NBC OP 20 210 211																		1659	713	333	791	346	554	501	362	181	715	317	536	487	340	141	95	39	58	38
2 THU. 10.35P 60																																				
10.00 - 10.30																		1748	754	301	866	413	598	503	362	207	696	236	484	473	370	179	145^	77^	41^	41^
10.30 - 11.00																		1595	694	309	780	338	528	487	348	202	642	245	461	435	323	152	118	64^	55^	35^
11.00 - 11.30																		1493	613	307	699	286	458	440	327	199	597	230	425	400	309	148^	102^	47^	95^	31^
HOLLYWOOD WIVES PT. 3(S)																		1542	833	372	918	321	541	475	424	327	486	151	267	271	247	184	60^	39^	78^	38^
2 TUE. 9.00P 120 ABC FF 208 99																																				
9.00 - 9.30																		1569	803	356	894	327	538	454	397	320	499	181	278	270	237	179	79^	48^	97^	42^
9.30 - 10.00																		1570	845	391	936	338	551	474	421	336	479	160	265	256	232	182	60^	41^	95^	40^
10.00 - 10.30																		1516	843	364	919	317	535	481	425	327	485	133	259	279	259	193	46^	29^	66^	36^
10.30 - 11.00																		1507	839	377	919	302	535	488	450	325	474	128	262	278	257	178	57^	38^	57^	36^
HOTEL																		1528	816	349	906	281	494	441	433	353	459	151	225	198	188	191	83	43^	80	53^
WED. 10.00P 60 ABC GD 19 207 208																		1552	814	310	920	301	509	445	416	351	509	183	279	242	220	191	82	52	41	26
10.00 - 10.30																		1547	820	358	908	281	501	450	437	347	466	161	235	204	187	189	84	44^	89	63^
10.30 - 11.00																		1505	810	339	903	278	484	435	429	360	450	141	212	190	188	194	82	43^	70^	40^
I LOVE-CHIPMUNKS VALENTINE(S)																		2170	730	244	738	377	523	436	252	163^	477	158^	316	302	234	115^	170^	94^	785	464
1 WED. 8.30P 30 NBC EA 201 99																																				
IT'S YOUR MOVE																		1959	656	277	778	353	525	454	325	186	423	154	264	224	204	139	316	192	442	348
SAT. 9.30P 30 NBC CS 5 187 187																		1990	677	265	769	319	504	436	316	213	444	167	297	274	233	118	320	209	457	340

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D														720	54	730	164	530	608	520	421	430	403	322	711	177	384	352	328	300	108	22	101	12					
NEWSBREAK-M-F-CONT'D														770	53	780	111	308	821	522	410	420	383	338	278	115	773	321	303	283	260	173	24	101	12				
2 TUE. 9.58P 2																																							
2 THU. 10.33P 1																																							
NEWSBREAK-SAT.														21	190	193	A 14.2	23	1206	1745	722	316	771	148	424	426	436	298	691	164	365	408	416	241	107	46^	176	118	
1 SAT. 9.50P 2 CBS N 93 97																	B 12.4	21	1053	1789	663	274	737	207	431	421	385	259	728	226	438	429	393	238	131	56	193	144	
2 SAT. 9.58P 1																																							
NEWSBREAK-SUN.														20	186	188	A 15.4	22	1307	1757	750	298	865	229	438	408	411	380	603	127	295	320	335	269	79^	25^	210	119	
SUN. 9.58P 1 CBS N 91 93																	B 16.4	25	1392	1597	779	293	864	222	410	401	404	393	575	155	304	303	291	230	80	42	78	54	
NIGHT COURT														20	203	190	A 19.2	29	1630	1615	711	372	803	345	536	504	343	202	541	242	389	360	247	122	133	83	138	96	
1 THU. 9.30P 30 NBC CS 99 98																	B 17.5	26	1486	1749	745	354	840	364	553	492	348	227	604	277	432	394	265	133	173	91	132	94	
2 THU. 10.05P 30																																							
OTHERWORLD														5	204	200	A 9.6	16	815	1988	701	216	771	211	505	438	429	236	662	243	454	445	338	159	235	110^	320	238	
SAT. 8.00P 60 CBS A 98 99																	B 11.3	18	959	2100	735	306	806	273	548	498	407	212	718	273	502	477	365	166	209	70	367	266	
8.00 - 8.30																	A 9.3	16	790	1848	672	211	737	192	466	400	407	245	625	233	423	412	312	152^	215	104^	271	203	
8.30 - 9.00																	A 10.0	16	849	2085	715	219	790	225	534	463	444	225	686	248	475	469	359	163	249	113^	360	266	
PUNKY BREWSTER														17	188	187	A 12.2	18	1036	2209	556	266	674	227	439	378	283	208	566	232	387	338	259	133	212	131	757	521	
SUN. 7.30P 30 NBC CS 96 95																	B 11.5	17	976	2135	658	262	753	290	489	423	316	232	503	209	328	322	215	134	262	163	617	416	
REMINGTON STEELE														17	200		A 17.5	28	1486	1600	738	351	808	303	501	452	392	252	605	281	413	323	228	167^	95^	56^	92^	35^	
1 TUE. 10.00P 60 NBC PD 99																	B 17.6	29	1494	1602	719	296	785	269	495	470	395	234	633	244	443	401	319	155	109	41	75	49	
10.00 - 10.30														A 17.6	28	1494	1578	741	343	805	305	496	458	387	249	581	270	396	317	219	160^	98^	60^	94^	34^				
10.30 - 11.00														A 17.3	29	1469	1625	738	361	813	303	507	447	398	257	627	289	429	330	236	173	94^	52^	91^	35^				
RIPLEY'S BELIEVE IT-NOT														20	196	192	A 11.7	18	993	2151	799	301	857	347	598	512	402	216	820	303	564	506	405	213	176	56^	298	204	
SUN. 7.00P 60 ABC U 95 95																	B 11.6	18	985	2116	716	290	798	317	518	461	366	216	778	313	529	476	359	203	189	64	351	236	
7.00 - 7.30																	A 11.1	17	942	2139	803	307	869	360	599	503	402	225	830	317	578	513	404	212	158	58^	282	186	
7.30 - 8.00																	A 12.3	18	1044	2150	794	294	841	333	598	519	400	202	811	291	549	501	404	215	189	52^	309	217	
RIPTIDE														17	200	195	A 16.4	25	1392	1737	731	368	803	287	520	469	412	236	645	247	416	363	302	200	135	61^	154	99	
1 TUE. 9.00P 60 NBC PD 99 99																	B 19.6	30	1664	1752	691	303	762	274	477	445	361	234	660	249	440	406	318	182	169	58	161	113	
2 TUE. 10.00P 60																																							
9.00 - 9.30														A 18.2	26	1545	1715	708	339	772	297	489	453	379	223	594	246	421	349	274	155^	149^	81^	200	121^				
9.30 - 10.00														A 17.6	26	1494	1731	728	379	786	308	537	478	391	194	611	263	448	374	275	142^	160^	94^	174	88^				
10.00 - 10.30														A 15.6	25	1324	1706	734	370	810	243	515	469	446	265	694	230	380	363	341	271	117^	30^	85^	85^				
10.30 - 11.00														A 14.2	24	1206	1769	744	382	836	286	532	469	437	274	692	244	405	368	328	248	107^	31^	134^	93^				
ST. ELSEWHERE														20	204	201	A 14.8	24	1257	1491	744	359	825	337	552	510	386	219	494	217	379	337	231	97^	113	48^	59^	25^	
WED. 10.00P 60 NBC GD 99 98																	B 13.8	23	1172	1603	791	358	857	354	585	553	397	216	570	267	434	385	250	112	117	49	59	35	
10.00 - 10.30														A 15.0	24	1274	1507	728	350	799	321	535	494	383	213	505	229	389	345	230	95^	136	64^	67^	30^				
10.30 - 11.00														A 14.7	25	1248	1454	755	364	845	350	564	519	386	227	476	198	364	328	230	96^	86^	31^	47^	18^				
SARA														4	193	188	A 14.5	21	1231	1724	683	260	740	317	455	387	275	236	555	241	395	303	238	133	264	121	165	113	
WED. 9.30P 30 NBC CS 98 96																	B 15.5	23	1316	1691	737	317	790	311	502	443	335	235	523	207	357	299	238	139	240	117	138	106	
SCARECROW & MRS. KING														16	208	203	A 17.5	25	1486	1669	734	317	829	258	439	433	366	345	522	162	312	309	257	175	103	51^	215	135	
MON. 8.00P 60 CBS GD 99 99																	B 17.7	26	1503	1645	767	307	852	247	444	429	385	359	484	134	257	250	241	192	117	68	192	129	
8.00 - 8.30														A 17.0	25	1443	1647	726	321	827	265	438	430	356	344	513	155	305	303	252	175	97	48^	210	136				
8.30 - 9.00														A 18.2	26	1545	1664	736	310	824	253	433	429	368	343	522	166	314	308	258	173	102	50^	216	131				
SILVER SPOONS														17	187	189	A 9.7	15	824	2023	500	233	617	206	394	309	241	211	509	196	315	298	239	133^	183	120^	714	477	
CONT'D																																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL	18-34	TEENS (12-17)	CHILDREN (2-11)	TOTAL	6-11				
EVENING CONT'D																																		
SILVER SPOONS-CONT'D																																		
1	SUN.	7.12P	18	NBC	CS	95	95	B	10.5	16	891	2009	643	276	723	267	454	405	318	229	508	205	331	318	227	132	250	155	528	363				
2	SUN.	7.00P	30																															
SIMON & SIMON																																		
1	THU.	9.00P	60	CBS	PD	203	206	A	22.6	34	1919	1654	800	286	869	240	485	455	425	333	560	180	304	298	256	208	121	58^	104	69				
2	THU.	9.35P	60			99	99	B	22.0	33	1868	1668	771	278	849	251	462	429	404	337	587	170	327	318	297	219	116	46	116	78				
		9.00 - 9.30						A	22.2	33	1885	1792	797	295	885	243	501	465	441	333	612	193	311	319	278	231	141	94^	154	111^				
		9.30 - 10.00						A	22.5	33	1910	1658	786	284	852	242	479	443	411	328	573	182	313	312	262	210	122	62^	111	72				
		10.00 - 10.30						A	23.3	35	1978	1522	816	274	868	232	475	460	432	335	500	162	283	258	233	191	104^	20^	50^	31^				
60 MINUTES																																		
SUN.	7.00P	60	CBS	DN		209	209	A	23.7	36	2012	1625	757	310	801	174	335	336	406	414	679	156	317	359	362	296	48^	5^	97	71				
	7.00 - 7.30					99	99	B	22.5	34	1910	1615	740	291	791	166	334	348	388	400	686	181	349	350	342	286	64	25	74	43				
	7.30 - 8.00							A	22.7	36	1927	1631	768	303	801	172	333	339	408	416	690	156	319	359	372	304	43^	LT	97	66				
								A	24.7	37	2097	1614	748	315	799	172	334	333	409	413	668	155	311	356	353	291	54^	12^	93	74				
SMURFily EVER AFTER(S)																																		
1	WED.	8.00P	30	NBC	EA	204	204	A	14.6	22	1240	2217	787	248	787	386	528	441	257	200^	488	184^	341	323	210	116^	147^	87^	795	483				
SPORTSBREAK-SAT																																		
SAT.	8.58P	1	CBS	SN		200	199	A	11.7	19	993	1962	739	225	794	212	490	452	441	270	650	214	416	404	347	195	201	87^	317	223				
						94	97	B	12.1	20	1027	1995	690	269	762	248	469	443	375	245	714	264	467	433	361	207	160	62	359	247				
SPORTSBREAK-SUN																																		
SUN.	8.58P	1	CBS	SN		200	201	A	17.4	24	1477	1835	772	316	853	196	396	374	444	406	594	128	275	301	329	267	166	43^	222	135				
						96	96	B	18.7	27	1588	1687	784	311	864	205	405	406	425	395	582	145	300	306	306	234	108	54	133	91				
STREET HAWK																																		
FRI.	9.00P	60	ABC	A		203	204	A	11.8	19	1002	1796	724	289	794	262	485	476	442	244	510	140	285	309	278	185	137	74^	355	231				
	9.00 - 9.30					99	99	B	14.3	22	1214	1901	705	291	804	311	515	482	369	227	580	223	379	357	281	156	177	77	340	228				
	9.30 - 10.00							A	11.8	19	1002	1816	727	290	799	265	481	476	442	250	516	142	293	322	278	185	131	73^	370	241				
								A	11.9	19	1010	1752	712	280	778	256	482	472	438	236	498	133	277	292	281	183	137	72^	339	220				
T.J. HOOKER																																		
SAT.	8.00P	60	ABC	OP		205	205	A	15.5	26	1316	1682	710	293	809	204	370	355	367	368	604	167	310	305	303	242	118	54^	151	68^				
	8.00 - 8.30					99	99	B	13.4	22	1138	1694	740	282	829	212	375	344	364	402	579	132	264	273	283	271	122	61	164	103				
	8.30 - 9.00							A	14.6	25	1240	1706	712	293	808	203	375	354	368	367	605	174	312	296	297	244	126	59^	167	75^				
								A	16.5	27	1401	1644	705	291	802	200	361	352	364	368	597	158	302	309	307	239	111	50^	134	62^				
TV BLOOPERS & PRAC. JOKES																																		
1	MON.	8.00P	60	NBC	CV	18	202	A	15.6	24	1324	1902	754	313	819	298	492	476	411	237	603	236	382	335	274	183	205	113	275	192				
2	MON.	10.00P	60			196	196	B	17.2	26	1460	1919	750	304	830	318	512	434	369	262	567	213	355	314	261	183	237	118	285	199				
	8.00 - 8.30							A	18.0	26	1528	2162	765	310	850	313	497	474	396	255	651	264	428	368	290	177	281	154^	380	261				
	8.30 - 9.00							A	18.6	26	1579	2098	771	373	852	325	516	483	409	237	652	275	436	372	296	167	294	202	300	209				
	10.00 - 10.30							A	13.3	21	1129	1562	731	285	780	281	475	475	414	227	512	176^	296	281	247	192^	108^	33^	162^	109^				
	10.30 - 11.00							A	12.2	20	1036	1594	757	259	782	254	474	467	441	232^	550	198^	325	292	244	199^	49^	LT	213^	149^				
THREE'S A CROWD																																		
TUE.	8.00P	30	ABC	CS		203	200	A	17.6	26	1494	1818	740	276	802	320	451	380	310	309	543	229	352	311	234	178	206	100	267	159				
						99	99	B	15.2	23	1290	1766	730	277	817	296	454	373	338	314	526	208	309	272	212	183	183	105	240	151				
TRAPPER JOHN, M.D.																																		
SUN.	10.00P	60	CBS	GD		204	202	A	18.1	29	1537	1478	682	273	777	188	386	363	362	357	554	129	291	291	313	233	66^	45^	81^	39^				
	10.00 - 10.30					99	99	B	16.2	27	1375	1509	738	288	848	227	421	392	395	380	543	173	302	285	268	202	67	38	51	30				
	10.30 - 11.00							A	17.6	27	1494	1507	683	270	774	182	380	359	363	358	570	136	305	307	321	234	73^	52^	90	39^				
								A	18.6	31	1579	1449	680	274	778	190	390	364	364	356	537	121	277	274	307	234	61^	38^	73^	42^				
20/20																																		
1	THU.	10.00P	60	ABC	DN	18	203	A	14.0	24	1189	1619	754	322	788	189	447	440	438	278	669	209	382	416	301	211	72^	41^	90^	66^				
2	THU.	10.37P	60			206	206	B	14.4	24	1223	1552	738	298	803	198	419	427	420	317	620	167	338	364	315	218	81	42	48	32				
	10.00 - 10.30							A	12.9	21	1095	1763	808	277	866	221^	467	505	446	303	694	255	417	439	300	187^	94^	39^	109^	79^				
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
															TOTAL	18-34			18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																				
CBS-NIGHTWATCH-2-MON.(B)										80	A	1.4	18	119	412v	412v	LT	412v	286v	286v	126v	126v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1 MON. 2.30A 30 CBS N										70																										
CBS-NIGHTWATCH-2-TUE.(B)										80	A	1.5	19	127	614v	394v	LT	394v	87v	87v	110v	307v	197v	220v	LT	LT	110v	220v	110v	LT	LT	LT	LT	LT	LT	
1 TUE. 2.30A 30 CBS N										70																										
CBS-NIGHTWATCH-2-WED.(B)										78	A	1.1	14	93	602v	108v	LT	108v	LT	108v	108v	LT	494v	LT	279v	279v	494v	215v	LT	LT	LT	LT	LT	LT	LT	
1 WED. 2.30A 30 CBS N										69																										
CBS-NIGHTWATCH-2-THU.(B)										75	A	1.2	16	102	343v	89v	LT	89v	LT	LT	89v	89v	254v	LT	LT	LT	146v	254v	LT	LT	LT	LT	LT	LT	LT	
1 THU. 2.30A 30 CBS N										66																										
CBS-NIGHTWATCH-2-MO(B)										76	A	1.2	17	102	549v	255v	LT	255v	LT	LT	255v	255v	294v	294v	294v	294v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 MON. 2.30A 30 CBS N										69																										
CBS-NIGHTWATCH-2-TU(B)										76	A	1.0	13	85	129v	129v	129v	129v	LT	LT	129v	129v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 TUE. 2.30A 30 CBS N										69																										
CBS-NIGHTWATCH-2-WE(B)										76	A	1.1	15	93	355v	151v	LT	151v	LT	LT	LT	151v	204v	LT	LT	LT	LT	161v	LT	LT	LT	LT	LT	LT	LT	LT
2 WED. 2.30A 30 CBS N										69																										
CBS-NIGHTWATCH-2-TH(B)										81	A	.9	11	76	342v	224v	LT	224v	92v	92v	92v	132v	132v	118v	LT	LT	118v	92v	LT	LT	LT	LT	LT	LT	LT	LT
2 THU. 2.36A 44 CBS N										71																										
2.30 - 3.00											A	1.0	11	85	541v	376v	LT	376v	153v	153v	153v	223v	223v	165v	LT	LT	165v	117v	LT	LT	LT	LT	LT	LT	LT	
3.00 - 3:30											A	.8	11	68	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
DAVID LETTERMAN I																																				
1 M-TH 12.30A 30 NBC GV										79	A	3.6	18	306	1278	497	170v	523	206	261	285	248	176v	579	376	468	294	174v	85v	65v	LT	111v	56v			
2 M-W 12.30A 30										98	B	3.7	18	314	1288	526	183	579	241	335	286	244	170	630	364	475	331	208	124	45	LT	34	LT			
2 THU. 1.05A 30																																				
DAVID LETTERMAN II																																				
1 M-TH 1.00A 30 NBC GV										79	A	2.7	18	229	1192	458	161v	480	253v	306	244v	179v	140v	524	310	393	271	192v	96v	31v	LT	157v	91v			
2 M-W 1.00A 30										98	B	2.8	18	238	1245	491	182	530	238	325	266	224	142	632	387	495	334	204	112	36	LT	47	LT			
2 THU. 1.35A 30																																				
EYE ON HOLLYWOOD																																				
1 M & TH 12.00M 30 ABC GV										58	A	1.6	6	136	919	485	169v	478	148v	287v	250v	264v	169v	419v	147v	199v	221v	272v	198v	LT	LT	LT	LT	LT		
1 TUE. 12.00M 31										66	B	1.7	6	144	1053	485	195	559	190	323	260	274	178	474	159	282	271	248	155	LT	LT	LT	LT	LT		
1 WED. 12.09A 29																																				
2 M & TU 12.00M 31																																				
2 WED. 12.00M 30																																				
FRIDAY NIGHT VIDEOS																																				
FRI. 12.30A 90 NBC PC										19	A	3.4	16	289	1187	429v	86v	429v	177v	311v	343v	232v	86v	525	350v	446	363v	155v	58v	201v	107v	32v	32v			
12.30 - 1.00										98	B	3.3	16	280	1190	417	171	489	280	379	265	159	89	427	277	352	223	122	62	185	74	89	80			
1.00 - 1.30											A	4.4	17	374	1126	382	107v	385	107v	177v	246v	228v	139v	533	348	440	352	166v	70v	168v	88v	40v	40v			
1.30 - 2.00											A	3.3	16	280	1093	406v	82v	406v	170v	350v	350v	236v	56v	454	268v	383v	332v	168v	40v	212v	122v	21v	21v			
											A	2.5	15	212	1425	542v	66v	542v	306v	504v	504v	236v	38v	622	467v	561v	435v	127v	61v	237v	123v	24v	24v			
G MICHAELS SPORTS MACHINE																																				
1 SUN. 12.00M 30 NBC SC										22	A	1.3	5	110	564v	282v	173v	282v	64v	64v	108v	145v	146v	282v	82v	82v	45v	200v	200v	LT	LT	LT	LT	LT		
2 SUN. 12.00M 15										75	B	1.5	5	127	872	383	211	415	98	243	276	264	117	443	210	333	316	185	95	LT	LT	LT	LT	LT	LT	
LATE MOVIE I																																				
M-W 11.30P 67 CBS FF										107	A	5.8	19	492	1240	638	206	675	235	423	430	357	185	462	179	291	230	198	147	69v	46v	34v	18v			
1 THU. 11.30P 66										92	B	5.3	17	450	1221	586	206	645	200	379	358	341	208	490	189	321	278	233	142	58	31	28	15			
CONT'D																																				

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE WOM.	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
										%	%	(0,000)				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																																
LATE MOVIE I-CONT'D																																
1	FRI.	11.30P	71																													
2	THU.	12.06A	66																													
2	FRI.	11.30P	70																													
		11.30 - 12.00				A				6.2	17	526	1319	629	204	691	251	420	418	348	208	492	199	326	259	202	145	81^	57^	55^	34^	
		12.00 - 12.30			A					5.6	20	475	1202	639	189	661	221	419	443	362	168	452	177	283	218	196	144	63^	38^	26v	LT	
		12.30 - 1.00			A					5.1	23	433	1148	682	236	686	215	443	457	397	178	404	144	230	191	191	147	48^	30v	LT	LT	
		1.00 - 1.30			A					5.3	30	450	1342	812	340^	812	255^	593	538^	453^	175^	465^	83v	260^	314^	293^	151^	65v	65v	LT	LT	
LATE MOVIE II																																
1	M & TU	12.37A	46	CBS	FF		107	181	182	A	3.7	20	314	1092	614	178^	617	209	394	421	326	140^	411	175^	258	185^	153^	143^	45v	26v	19v	19v
1	WED.	12.37A	47			B				3.6	19	306	1131	530	199	586	179	357	334	316	171	472	196	318	282	222	128	49	25	24	LT	
1	THU.	12.36A	47																													
1	FRI.	12.41A	46																													
2	M & W	12.37A	47																													
2	TUE.	12.37A	52																													
2	THU.	1.12A	48																													
2	FRI.	12.40A	42																													

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																														
ALL MY CHILDREN																														
M-F		1.00P	60	ABC	DD	99	99	A	8.2	25	696	1330	859	244	920	493	665	509	302	201	246	125	157	114	65	85	46	38	118	38
								B	8.2	26	696	1378	871	265	979	512	706	527	340	223	244	127	166	115	66	76	52	40	103	24
		1.00 - 1.30						A	7.7	24	654	1321	853	239	909	489	650	494	292	206	242	126	156	112	66	82	49	41	121	38
		1.30 - 2.00						A	8.7	27	739	1323	861	247	924	495	674	516	307	196	243	123	153	113	61	86	41	32	115	37
ANOTHER WORLD																														
M-F		2.00P	60	NBC	DD	99	99	A	5.8	19	492	1443	892	217	986	344	512	444	408	429	279	101	119	114	104	130	56	48	122	62
								B	5.6	19	475	1382	891	176	981	317	508	425	429	436	246	93	110	86	93	117	50	41	105	37
		2.00 - 2.30						A	5.8	18	492	1455	888	224	992	354	521	450	400	424	293	102	122	121	109	140	50	44	120	61
		2.30 - 3.00						A	5.8	19	492	1419	891	204	975	331	504	442	417	429	261	104	114	105	92	119	61	53	122	59
AS THE WORLD TURNS																														
M-F		1.30P	60	CBS	DD	99	99	A	7.3	23	620	1297	798	118	878	241	415	353	353	421	253	59	104	94	111	127	39	25	127	70
								B	7.2	23	611	1209	801	110	881	227	384	342	354	448	227	49	89	79	103	125	35	17	66	22
		1.30 - 2.00						A	7.1	22	603	1282	782	115	862	229	395	340	334	424	260	64	110	97	109	129	37	27	123	66
		2.00 - 2.30						A	7.4	24	628	1311	819	123	901	253	437	369	374	422	240	51	95	88	108	123	42	24	128	70
BODY LANGUAGE																														
M-F		4.00P	30	CBS	PV	55	55	A	3.0	8	255	1443	710	203	851	244	400	337	313	404	313	74	160	153	114	153	106	74	173	67
								B	2.8	8	238	1310	731	194	843	237	377	328	334	412	304	61	142	143	156	145	57	31	106	49
CAPITOL																														
M-F		2.30P	30	CBS	DD	95	95	A	5.9	19	501	1257	770	119	864	245	441	367	397	384	237	48	87	79	112	129	35	28	121	70
								B	5.9	20	501	1205	763	117	853	232	388	341	363	412	219	48	90	81	106	119	56	26	77	26
CBS EARLY MORNING NEWS																														
M-F		6.30A	30	CBS	N	89	89	A	1.6	16	136	1154	581	161	581	206	337	294	294	199	508	198	331	360	206	148	LT	LT	58	LT
								B	1.6	17	136	1126	471	196	483	90	244	274	305	179	571	167	277	309	261	233	LT	LT	LT	LT
CBS MORNING NEWS 1																														
								A	3.4	15	289	1145	604	165	628	137	300	312	298	303	431	62	180	170	227	251	54	18	32	21
M-F 7.30A 30 CBS N 99 99																														
								B	3.3	16	280	1134	587	169	612	117	311	316	314	263	449	69	178	170	206	259	24	LT	49	28
CBS MORNING NEWS 2																														
M-F		8.30A	30	CBS	N	99	99	A	4.0	15	340	1141	656	112	694	171	277	317	294	359	371	121	168	147	123	196	LT	LT	68	LT
								B	3.7	16	314	1090	615	116	655	118	269	272	309	336	363	68	136	129	150	211	18	LT	54	20
DAYS OF OUR LIVES																														
M-F		1.00P	60	NBC	DD	99	99	A	7.7	24	654	1437	861	255	935	358	521	461	372	354	332	98	124	130	142	172	77	69	93	50
								B	7.2	23	611	1385	832	204	931	331	512	433	406	373	304	109	141	111	119	141	67	56	83	33
		1.00 - 1.30						A	7.4	23	628	1446	853	247	924	346	505	454	368	353	356	104	127	132	152	191	73	64	93	49
		1.30 - 2.00						A	8.0	25	679	1415	859	258	936	368	530	463	370	354	307	92	119	127	131	153	82	75	90	49
FAMILY FEUD																														
M-F		11.30A	30	ABC	QP	89	90	A	4.0	14	340	1303	732	209	786	347	456	397	271	260	311	168	185	146	96	115	67	50	139	74
								B	3.3	13	280	1353	810	199	892	402	555	424	306	291	300	143	180	149	98	100	53	37	108	41
GENERAL HOSPITAL																														
M-F		3.00P	60	ABC	DD	99	99	A	9.3	28	790	1409	830	207	918	479	670	470	335	224	246	115	155	126	82	84	124	108	121	77
								B	9.2	28	781	1338	798	228	897	434	625	473	342	230	225	98	133	97	72	87	116	102	100	52
		3.00 - 3.30						A	9.1	28	773	1411	847	197	935	488	690	484	341	223	250	117	157	130	81	86	115	101	111	66
		3.30 - 4.00						A	9.5	28	807	1397	811	214	903	474	654	458	327	224	243	111	149	119	84	85	126	112	125	86
GOOD MORNING, AMERICA-730																														
M-F		7.30A	30	ABC	N	99	99	A	4.9	22	416	1442	715	240	744	235	426	440	360	250	461	114	252	227	259	195	73	37	164	77
								B	4.8	23	408	1299	723	211	740	248	422	410	338	261	391	77	173	174	211	196	55	20	113	59
GOOD MORNING, AMERICA-830																														
M-F		8.30A	30	ABC	N	99	99	A	5.9	23	501	1178	711	130	729	155	353	356	402	336	345	92	121	124	133	213	LT	LT	96	44
								B	5.5	23	467	1234	776	161	799	230	414	395	382	332	356	84	153	144	164	188	15	LT	64	20
GUIDING LIGHT																														
M-F		3.00P	60	CBS	DD	99	99	A	7.7	23	654	1359	775	147	895	246	472	386	431	389	232	43	77	74	106	133	113	68	119	66
								B	7.6	24	645	1296	766	143	865	212	405	357	395	416	213	46	90	80	102	112	128	70	90	42
		3.00 - 3.30						A	7.5	23	637	1328	772	142	889	237	463	382	429	393	235	45	82	78	110	129	97	62	107	58
		3.30 - 4.00						A	7.9	23	671	1376	772	146	894	251	473	388	431	384	226	43	73	68	100	134	130	78	126	68
LOVING																														
M-F		12.30P	30	ABC	DD	94	94	A	4.2	14	357	1345	743	198	807	453	611	435	269	165	311	163	182	103	55	127	42	42	185	84
								B	4.2	15	357	1334	783	232	888	447	625	448	325	225	260	110	134	84	63	123	52	38	134	44

37 KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)									
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
DRAGON'S LAIR					21	202	202	A	4.4	14	374	1463	348	262	447	281	385	281	155	52	165	94	120	99	71	45	222	107	629	299			
SAT. 10.00A					30	ABC	CA	98	98	B	4.9	17	416	1684	263	84	308	165	229	169	100	72	251	138	201	138	88	44	243	93	882	495	
DUNGEONS AND DRAGONS					16	199	199	A	6.2	22	526	1409	271	77	315	145	200	180	121	80	147	58	109	98	82	13	167	57	780	401			
SAT. 9.30A					30	CBS	CA	98	98	B	5.9	21	501	1719	269	106	309	168	223	169	91	72	217	119	174	152	79	31	300	116	893	464	
FACE THE NATION					20	123	132	A	2.8	9	238	1151	583	189	604	113	286	341	369	247	526	156	282	261	323	197	21	21	LT	LT			
SUN. 10.30A					30	CBS	CC	82	84	B	3.2	10	272	1239	545	200	573	127	213	225	224	316	567	178	301	306	275	238	31	LT	68	47	
GET ALONG GANG					22	203	204	A	5.0	24	425	1666	295	54	325	192	222	160	106	75	203	102	147	182	101	21	117	37	1021	516			
SAT. 8.30A					30	CBS	CA	99	99	B	4.3	21	365	1578	258	70	284	146	184	142	81	89	199	65	120	118	93	71	128	75	967	553	
INCREDIBLE HULK					8	131	134	A	4.0	13	340	2038	176	14	176	70	123	100	77	53	347	157	320	234	163	27	199	94	1316	476			
SAT. 12.30P					30	NBC	CA	76	76	B	4.3	13	365	1751	288	99	307	174	233	192	117	55	354	212	279	200	93	63	159	44	931	414	
IN THE NEWS-					22	189	188	A	4.0	22	340	1603	142	35	186	30	86	101	141	85	267	73	141	184	194	83	150	73	1000	429			
SAT. 8.26A					3	CBS	CN	95	94	B	3.2	18	272	1459	223	76	251	111	152	114	81	87	225	92	138	132	95	82	89	54	894	510	
IN THE NEWS-					22	203	203	A	5.1	23	433	1691	312	58	328	191	216	161	105	79	189	99	138	169	90	20	148	58	1026	522			
SAT. 8.56A					3	CBS	CN	99	98	B	4.7	21	399	1578	255	69	283	147	183	139	79	87	189	60	115	114	91	66	142	84	964	545	
IN THE NEWS-					16	199	198	A	5.4	19	458	1349	259	87	307	140	198	181	121	67	162	84	130	93	68	17	140	59	740	358			
SAT. 9.56A					3	CBS	CN	98	98	B	5.5	19	467	1618	271	111	312	168	225	165	92	73	220	121	173	144	76	36	263	101	823	422	
IN THE NEWS-11.26AM					14	196	194	A	5.9	19	501	1647	303	251	469	257	351	254	127	85	352	230	286	229	73	49	151	50	675	230			
SAT. 11.26A					3	CBS	CN	97	96	B	5.5	18	467	1565	349	208	439	213	310	214	136	107	343	213	265	194	94	72	195	72	588	303	
IN THE NEWS-11.56AM					18	191		A	4.5	14	382	1401	445	196	544	136	296	338	202	206	377	165	304	228	139	73	129	LT	351	158			
1 SAT. 11.56A					3	CBS	CN	96		B	4.3	14	365	1656	414	169	495	227	333	232	155	144	349	190	265	204	123	76	165	67	647	385	
IN THE NEWS- 1.56PM					7	127		A	3.7	12	314	1064	328	131	328	LT	79	194	194	134	306	83	147	136	136	87	LT	LT	430	LT			
1 SAT. 1.56P					3	CBS	CN	63		B	3.7	11	314	1616	530	124	531	265	311	262	131	190	377	139	191	168	97	170	124	72	584	379	
INT'L-TENNIS CHAMPS-SAT.(S)					152			A	1.9	6	161	1503	297	44	459	223	273	205	192	186	695	385	522	440	254	143	LT	LT	330	LT			
1 SAT. 1.00P					120	ABC	SE	80																									
1.00 - 1.30								A	2.1	7	178	1685	247	LT	444	236	326	186	162	118	937	516	769	607	360	145	45	LT	259	45			
1.30 - 2.00								A	2.0	6	170	1376	270	47	417	135	195	137	212	222	753	406	631	424	306	99	29	LT	177	LT			
2.00 - 2.30								A	2.1	7	178	972	209	28	377	197	197	158	140	180	404	252	252	291	113	113	LT	LT	191	LT			
2.30 - 3.00								A	1.6	5	136	1816	463	59	529	316	331	331	213	198	545	309	323	352	169	193	LT	LT	742	LT			
INT'L-TENNIS CHAMPS-SUN.(S)					188			A	2.2	6	187	1091	449	145	449	48	155	203	230	241	492	124	225	203	261	235	64	38	86	27			
1 SUN. 1.30P					218	ABC	SE	90																									
1.30 - 2.00								A	2.2	6	187	1032	487	155	487	LT	91	182	251	305	422	145	145	145	134	277	90	LT	33	LT			
2.00 - 2.30								A	1.8	5	153	1699	765	131	765	LT	432	510	569	255	476	LT	189	228	306	248	85	58	373	98			
2.30 - 3.00								A	1.7	5	144	1153	569	90	569	LT	263	354	354	215	452	LT	160	222	292	230	LT	LT	132	132			
3.00 - 3.30								A	1.8	5	153	464	183	85	183	LT	LT	LT	85	183	281	LT	LT	46	183	235	LT	LT	LT	LT			
3.30 - 4.00								A	2.2	6	187	652	240	107	240	LT	LT	LT	113	240	412	134	134	134	182	278	LT	LT	LT	LT			
4.00 - 4.30								A	2.1	5	178	826	342	146	342	LT	LT	85	186	257	455	118	197	202	258	253	29	LT	LT	LT			
4.30 - 5.00								A	3.2	8	272	1452	512	166	512	162	210	262	141	250	698	254	441	283	360	206	142	106	100	LT			
5.00 - 5.30								A	3.2	7	272	1647	603	298	603	260	376	376	266	176	756	287	532	376	436	179	158	132	130	LT			
KIDD VIDEO					22	191	190	A	7.7	24	654	1630	314	144	326	256	274	233	62	31	174	124	151	111	45	23	273	147	857	484			
SAT. 11.00A					30	NBC	CA	97	97	B	7.1	24	603	1700	333	103	364	224	284	179	112	70	208	133	162	119	54	38	267	157	861	511	
LITTLES					22	192	192	A	5.3	17	450	1984	446	295	613	415	516	384	186	48	287	131	150	200	135	67	235	187	849	432			
SAT. 11.30A					30	ABC	CA	93	93	B	6.0	20	509	1676	330	108	414	236	318	209	141	86	225	116	166	139	81	44	233	128	804	445	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																	
WEEKEND DAYTIME CONT'D																																													
MEET THE PRESS										20	163	170	A	3.4	10	289	1439	743	162	743	72	255	249	291	463	584	89	256	236	239	328	39	LT	73	LT										
SUN. 12.30P 30 NBC CC										95	96	B	3.3	10	280	1297	534	145	555	96	174	173	226	343	574	127	242	251	282	288	25	LT	143	92											
MIGHTY ORBOTS										22	201	200	A	4.6	18	391	1458	257	150	283	177	225	185	81	45	230	99	177	142	131	53	216	82	729	430										
SAT. 9.00A 30 ABC CA										99	98	B	4.9	20	416	1731	209	74	246	104	168	121	94	73	216	112	161	105	71	54	224	59	1045	676											
MR. T										22	192	192	A	7.0	22	594	1689	380	120	380	266	292	246	95	80	242	164	225	183	72	17	215	104	852	447										
SAT. 11.30A 30 NBC CA										97	98	B	6.5	22	552	1700	355	93	376	202	257	186	121	107	279	162	197	150	78	61	209	94	836	435											
MUPPET BABIES										22	200	201	A	6.7	26	569	1624	202	48	219	91	116	145	80	74	128	76	114	88	52	LT	233	49	1044	568										
SAT. 9.00A 30 CBS CA										98	98	B	6.1	24	518	1713	251	95	305	175	211	161	74	79	164	77	123	111	72	31	208	98	1036	584											
NBA ON CBS										4	197	186	A	6.5	17	552	1440	402	203	462	203	322	249	178	126	787	334	35	534	370	188	83	24	108	83										
1 SUN. 3.42P 148 CBS SE										97	93	B	6.8	17	577	1466	401	202	445	179	305	263	178	129	795	320	556	519	376	197	95	22	131	98											
2 SUN. 12.00N 150																																													
12.00 - 12.30													A	4.1	13	348	1468	414	299	491	200	325	270	251	166	936	448	735	725	416	160	LT	LT	41	LT										
12.30 - 1.00													A	5.4	15	458	1474	412	303	484	310	369	259	109	115	939	461	702	703	432	183	LT	LT	51	LT										
1.00 - 1.30													A	5.8	17	492	1272	222	165	335	256	256	170	LT	79	861	419	683	668	34	150	LT	LT	76	76										
1.30 - 2.00													A	5.7	16	484	1225	135	56	223	113	113	113	LT	110	784	348	619	586	317	138	119	LT	99	99										
2.00 - 2.30													A	6.2	17	526	1270	99	29	190	94	94	94	LT	96	758	298	563	558	361	165	217	LT	105	105										
3.30 - 4.00													A	5.3	14	450	1704	697	409	771	242	583	467	428	154	760	291	416	421	433	249	80	LT	93	93										
4.00 - 4.30													A	6.7	17	569	1492	454	292	494	207	379	290	246	85	778	317	460	446	376	247	94	44	126	76										
4.30 - 5.00													A	7.6	19	645	1440	431	184	451	195	349	249	201	102	742	339	464	458	308	192	118	39	129	92										
5.00 - 5.30													A	7.8	18	662	1480	498	197	530	215	366	289	231	128	720	293	430	456	349	195	82	40	148	125										
5.30 - 6.00													A	9.0	20	764	1522	547	219	583	215	390	298	277	154	737	252	456	475	408	198	73	52	129	108										
6.00 - 6.30													A	10.1	20	857	1616	648	214	695	195	423	331	364	253	754	250	455	445	389	232	38	38	129	75										
NBC COLLEGE BASKETBALL										7	169	172	A	3.8	12	323	1514	430	225	448	130	237	215	207	203	610	177	406	368	276	204	137	31	319	227										
1 SAT. 1.00P 123 NBC SE										86	94	B	4.3	12	365	1422	373	141	392	111	217	201	196	152	714	259	441	440	331	213	146	62	170	119											
2 SAT. 1.00P 128																																													
1.00 - 1.30													A	3.8	12	323	1765	424	149	436	134	213	180	129	223	519	160	404	387	256	115	156	68	654	409										
1.30 - 2.00													A	3.6	11	306	1526	429	200	445	174	251	189	157	194	681	197	432	389	281	249	106	42	294	248										
2.00 - 2.30													A	3.7	12	314	1392	389	265	405	126	225	225	208	180	604	222	406	356	229	198	182	16	201	162										
2.30 - 3.00													A	4.0	12	340	1365	440	300	458	73	252	252	312	206	599	135	362	324	279	237	113	LT	195	136										
3.00 - 3.30													A	4.8	14	408	1593	620	216	681	228	356	259	279	238	732	165	498	482	478	234	180	LT	LT	LT										
NBC COLLEGE BASKETBALL-SU										6	188	185	A	5.0	14	425	1466	486	230	510	113	299	225	287	207	768	238	424	449	357	262	134	21	54	30										
1 SUN. 2.00P 136 NBC SE										96	94	B	4.6	12	391	1519	485	219	509	135	268	214	263	214	738	284	419	409	304	238	146	55	126	107											
2 SUN. 1.00P 136																																													
1.00 - 1.30													A	3.2	9	272	1750	569	323	569	91	252	208	405	317	919	412	655	420	364	264	173	LT	89	38										
1.30 - 2.00													A	3.6	10	306	1376	445	187	445	101	206	167	285	239	743	252	511	458	357	232	188	LT	LT	LT										
2.00 - 2.30													A	4.2	12	357	1364	481	266	481	112	303	227	297	178	734	234	441	455	364	223	137	36	LT	LT										
2.30 - 3.00													A	5.0	13	425	1614	499	253	499	97	294	234	261	205	920	231	485	649	520	240	166	23	29	LT										
3.00 - 3.30													A	5.6	15	475	1419	486	237	528	113	318	226	274	210	670	206	335	393	290	251	183	15	38	12										
3.30 - 4.00													A	7.1	19	603	1420	481	174	557	155	350	243	267	195	716	233	355	335	261	330	40	23	107	75										
4.00 - 4.30													A	7.5	19	637	1444	475	154	533	131	312	238	311	197	678	182	276	281	262	343	65	38	168	134										
NBC COLLEGE BSKBL 2 SUN(S)										176			A	3.4	8	289	1599	477	301	477	120	239	208	291	214	737	187	439	467	459	208	368	LT	17	17										
2 SUN. 3.16P 104 NBC SE										91																																			
3.00 - 3.30													A	3.7	9	314	1417	436	255	436	131	229	162	238	207	475	125	255	255	229	220	474	LT	32	32										
3.30 - 4.00													A	3.2	8	272	1621	529	305	529	150	331	261	327	198	739	282	478	397	402	177	313	LT	40	40										
4.00 - 4.30													A	3.5	8	297	1522	401	260	401	90	128	136	253	222	812	192	452	543	543	205	309	LT	LT	LT										
4.30 - 5.00													A	3.4	8	289	1709	505	349	505	106	248	240	315	223	782	131	480	557	534	225	422	LT	LT	LT										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+						
WEEKEND DAYTIME CONT'D																															
SMURFS I						22	202	202	A	6.7	26	569	1668	298	141	344	241	241	209	103	60	277	175	189	189	89	73	230	187	817	473
SAT. 9.00A 30 NBC CA						99	99	B	6.1	24	518	1697	321	126	358	195	271	202	141	60	238	148	174	146	63	49	197	118	904	553	
SMURFS II						22	202	202	A	9.1	32	773	1797	311	138	321	203	224	212	118	41	271	170	210	185	92	61	289	186	916	542
SAT. 9.30A 30 NBC CA						99	99	B	8.5	31	722	1747	324	132	356	200	281	214	135	52	239	147	183	153	69	44	209	132	943	560	
SMURFS III						22	202	202	A	10.1	33	857	1813	236	86	255	212	223	188	43	20	204	157	183	167	38	16	279	202	1075	638
SAT. 10.00A 30 NBC CA						99	99	B	9.6	33	815	1759	325	124	357	206	286	218	132	53	222	138	178	144	63	39	227	152	953	562	
SNORKS						19	196	197	A	4.1	24	348	1276	156	110	184	106	106	97	78	41	135	80	80	112	41	23	201	129	756	486
SAT. 8.00A 30 NBC CA						97	98	B	3.6	24	306	1619	223	84	256	107	136	122	115	82	179	110	119	112	48	42	208	107	976	684	
SPIDERMAN AND FRIENDS						16	158	160	A	5.7	18	484	1740	311	47	311	158	189	134	125	115	235	190	221	127	40	LT	276	93	918	455
SAT. 12.00N 30 NBC CA						84	84	B	5.6	17	475	1628	317	96	350	182	241	200	130	96	293	163	225	173	96	50	207	87	778	397	
SPORTSBEAT						8	45	84	A	1.8	5	153	771	275	105	418	164	164	32	143	222	294	85	144	111	144	131	59	59	LT	LT
SUN. 12.30P 30 ABC SC						46	63	B	1.4	4	119	776	280	88	398	158	188	144	124	200	288	90	158	156	118	116	60	LT	LT	LT	LT
SPORTSWORLD-SAT.						12	137	145	A	4.2	11	357	1238	359	177	375	133	193	182	160	160	633	218	360	342	283	222	107	23	123	95
1 SAT. 3.03P 123 NBC SA						82	85	B	5.0	12	425	1402	453	147	479	139	237	247	218	193	701	193	378	404	348	251	102	30	120	100	
2 SAT. 3.11P 111																															
3.00 - 3.30									A	2.9	8	246	1175	480	265	505	166	248	244	273	192	498	136	273	264	231	225	59	LT	113	65
3.30 - 4.00									A	4.1	11	348	1247	402	235	434	152	227	221	190	170	566	159	319	357	290	198	100	49	147	74
4.00 - 4.30									A	5.1	13	433	1363	327	145	341	131	180	150	126	147	797	346	518	416	335	215	126	37	99	84
4.30 - 5.00									A	4.3	11	365	1132	310	129	310	118	170	170	126	140	584	190	283	291	236	241	125	LT	113	113
5.00 - 5.30									A	5.0	12	425	1327	306	87	306	66	66	99	108	207	661	134	280	341	343	320	LT	LT	360	360
SUNDAY MORNING						21	173	172	A	4.9	20	416	1495	566	260	604	78	237	263	393	323	745	333	497	526	313	193	33	18	113	26
SUN. 9.00A 90 CBS N						95	95	B	4.8	20	408	1300	578	218	603	109	235	252	312	316	576	171	324	339	299	207	42	12	79	37	
9.00 - 9.30									A	4.1	19	348	1460	643	233	647	35	247	296	491	351	629	226	348	356	265	236	63	40	121	40
9.30 - 10.00									A	5.2	21	441	1596	606	324	660	105	293	332	439	317	787	406	540	580	300	188	33	20	116	36
10.00 - 10.30									A	5.3	20	450	1440	474	214	525	84	175	180	282	311	805	363	579	611	367	167	10	LT	100	LT
SUPERFRIENDS: SUPERPOWERS						22	197	197	A	4.1	19	348	1761	260	88	260	192	213	213	21	47	273	113	233	189	160	40	325	161	903	449
SAT. 8.30A 30 ABC CA						97	97	B	4.1	20	348	1814	207	62	250	103	170	134	96	76	216	106	164	132	83	49	269	115	1079	689	
SUPERFRIENDS: SUPERPOWERS2						16	191	192	A	3.2	19	272	1864	283	232	283	234	283	283	49	LT	306	102	216	190	204	90	342	165	933	717
SAT. 8.00A 30 ABC CA						96	96	B	2.8	18	238	1965	253	91	308	145	212	179	98	94	239	123	161	130	79	70	243	109	1175	786	
THIS WEEK-DAVID BRINKLEY						18	176	174	A	4.2	13	357	1241	598	149	609	65	177	219	292	381	506	69	170	184	210	322	36	36	90	90
SUN. 11.30A 60 ABC N						94	94	B	4.2	12	357	1280	628	186	640	83	208	215	277	393	568	157	244	225	225	279	29	LT	43	28	
11.30 - 12.00									A	4.0	13	340	1256	632	165	638	50	184	243	318	395	506	56	164	179	209	327	21	21	91	91
12.00 - 12.30									A	4.3	13	365	1238	570	132	584	80	166	194	262	376	511	84	178	191	209	320	52	52	91	91
TURBO TEEN						22	203	203	A	4.5	16	382	1448	294	178	320	175	278	253	120	35	259	152	210	142	107	49	174	47	695	369
SAT. 9.30A 30 ABC CA						99	99	B	5.1	18	433	1772	254	92	298	115	213	165	130	80	243	116	194	135	101	46	200	64	1031	639	
USFL FOOTBALL						1	164		A	7.7	18	654	1505	327	152	336	137	163	125	139	166	938	264	515	485	490	376	93	68	138	108
2 SUN. 2.30P 210 ABC SE						85			B	7.7	18	654	1505	327	152	336	137	163	125	139	166	938	264	515	485	490	376	93	68	138	108
2.30 - 3.00									A	6.6	17	560	1446	343	173	371	200	233	154	117	138	843	178	457	448	458	353	LT	LT	232	212
3.00 - 3.30									A	7.4	18	628	1392	284	145	284	115	115	98	86	169	933	208	495	464	523	406	LT	LT	175	157
3.30 - 4.00									A	8.6	21	730	1425	267	132	267	127	127	109	57	140	854	227	467	430	423	364	LT	LT	304	269
4.00 - 4.30									A	7.5	18	637	1477	297	149	306	148	169	127	103	137	1000	350	597	563	449	368	114	71	57	LT
4.30 - 5.00									A	7.4	18	628	1540	294	115	303	111	142	96	145	161	1032	333	579	514	491	396	176	133	29	LT
5.00 - 5.30									A	8.1	18	688	1610	376	175	386	133	169	134	192	188	968	279	519	507	528	380	231	133	25	LT
5.30 - 6.00									A	8.4	18	713	1610	414	160	422	122	188	159	271	215	924	262	483	465	552	363	128	128	136	111

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 11, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		16,300 19.2		19,870 23.4		ABC MONDAY NIGHT MOVIE OBSESSED WITH A MARRIED WOMAN (SD)					
	ABC TV		{		13,070 15.4		12,310 14.5		14.0*		15.0*		14.8*	
	AVERAGE AUDIENCE (Households (000) & %)		{		22		22		20*		23*		24*	
	SHARE OF AUDIENCE %		{		14.9		14.6		13.9		14.1		14.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		18,930 22.3		20,630 24.3		18,930 22.3		17,400 20.5			
	CBS TV		{		15,880 18.7		18,510 21.8		16,900 19.9		14,180 16.7		16.9*	
	AVERAGE AUDIENCE (Households (000) & %)		{		27		31		29		27		27*	
	SHARE OF AUDIENCE %		{		17.4		21.6		20.0		16.6		16.9	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		19,780 23.3		21,140 24.9		NBC MONDAY NIGHT MOVIES TWO FATHERS' JUSTICE (SD)					
	ABC TV		{		15,540 18.3		15,200 17.9		17.7*		18.7*		19.0*	
	AVERAGE AUDIENCE (Households (000) & %)		{		26		27		26*		29*		31*	
	SHARE OF AUDIENCE %		{		17.7		15.9		17.6		18.4		19.1	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		17,400 20.5		25,890 30.5		ABC MONDAY NIGHT MOVIE HOLLYWOOD WIVES PT 2 (SD)					
	ABC TV		{		13,920 16.4		17,910 21.1		21.1*		21.7*		22.2*	
	AVERAGE AUDIENCE (Households (000) & %)		{		23		32		31*		34*		36*	
	SHARE OF AUDIENCE %		{		15.3		18.5		21.0		21.6		22.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		17,230 20.3		16,300 19.2		16,980 20.0		17,060 20.1			
	CBS TV		{		13,840 16.3		14,690 17.3		15,200 17.9		14,010 16.5		16.4*	
	AVERAGE AUDIENCE (Households (000) & %)		{		23		24		26		26		27*	
	SHARE OF AUDIENCE %		{		15.7		17.1		17.5		16.7		16.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		27,000 31.8		14,090 16.6		TV BLOOPERS & PRAC. JOKES (SD)					
	ABC TV		{		16,390 19.3		18,870 22.8		15.4*		12.8		12.2*	
	AVERAGE AUDIENCE (Households (000) & %)		{		28		31*		22*		21		20*	
	SHARE OF AUDIENCE %		{		21.5		19.6		14.7		13.1		12.0	
TV HOUSEHOLDS USING TV (See Def. 1)														
WK. 1														
WK. 2														

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. FEB. 18, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.12, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	63.8	61.8	65.1	64.3	66.4	64.4	68.0	65.4	69.9	66.9	71.1	67.3	70.9	67.8	71.1	68.4	69.7	68.7	69.3	68.4	68.0	67.4	66.8	64.6	64.0	63.5	62.8	61.6	61.6	59.6	58.8
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U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. FEB.19, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.13, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,970 24.7				23,520 27.7				19,870 23.4			
	ABC TV								FALL GUY (SD)				DYNASTY (SD)				HOTEL
	AVERAGE AUDIENCE (Households (000) & %)					15,960 18.8	17.5*			19,870 23.4	22.6*		24.3*	15,960 18.8	19.1*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.9	27 *			30 20.5	32 *		36 *	31 19.6	31 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,670 16.1		19,610 23.1									
	CBS TV							CHARLES IN CHARGE					CBS WEDNESDAY NIGHT MOVIE THE WORLD ACCORDING TO GARP (SUS-SD)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)					11,040 13.0		10,440 12.3	11.8*		12.6*		12.7*		12.7*		12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.9		19 11.6	17 *		18 *		19 *		20 *		20 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,350 16.9		15,710 18.5		16,560 19.5		13,500 15.9		15,280 18.0			
	NBC TV							SMURFily EVER AFTER		I LOVE- CHIPMUNKS VALENTINE (R)(SD)		FACTS OF LIFE	SARA		ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6		13,750 16.2		14,690 17.3		12,140 14.3		12,310 14.5	14.3*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 14.9		24 16.0		25 16.7		21 14.2		24 14.3	23 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,760 22.1				24,790 29.2				19,360 22.8			
	ABC TV								FALL GUY (SD)				DYNASTY (SD)				HOTEL
	AVERAGE AUDIENCE (Households (000) & %)					13,920 16.4	15.4*			20,890 24.6	23.3*		25.9*	16,390 19.3	19.9*		18.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.9	24 *			35 22.6	34 *		37 *	32 20.5	31 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,770 17.4		13,070 15.4		19,780 23.3							
	CBS TV							CHARLES IN CHARGE		E/R (SUS-SD)			CBS WEDNESDAY NIGHT MOVIE MURDER WITH MIRRORS (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					12,650 14.9		11,970 14.1		12,900 15.2	15.7*		15.5*		14.8*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.4		21 13.4		23 15.5	23 *		22 *		23 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,930 22.3				17,150 20.2		13,920 16.4		16,130 19.0			
	NBC TV								HIGHWAY TO HEAVEN (SD)			FACTS OF LIFE (SD)	SARA (SD)		ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					15,370 18.1	17.6*			15,110 17.8		12,400 14.6		12,820 15.1	15.6*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.2	27 *			26 17.3		21 18.3		25 15.7	25 *		25 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.7	62.9	64.3	65.3	65.0	65.7	67.3	68.5	69.3	70.1	68.9	67.9	62.9	61.1	59.7
		WK. 2	61.2	63.1	64.1	64.7	64.7	65.8	66.0	67.0	68.6	70.3	69.6	69.1	64.6	62.0	59.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. FEB.20, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.14, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,330 15.7								14,090 16.6			
	ABC TV					ABC THURSDAY NIGHT MOVIE CHALLENGE OF A LIFETIME (SD)										20/20	
	AVERAGE AUDIENCE (Households (000) & %)					7,390 8.7	7.6*		8.0*		9.3*		10.1*	12.5	12.9*		12.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 8.0	11* 7.2		12* 8.3		14* 9.1		15* 9.4	21 10.0	21* 10.2		21* 11.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,390 25.2				22,330 26.3				20,550 24.2			
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					16,810 19.8	18.5*		21.1*	19,360 22.8			23.4*	17,490 20.6	20.7*		20.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 17.9	28* 19.2		31* 21.0	34 21.2	33* 21.5		35* 22.9	35 23.5	34* 23.2		35* 20.4
W E K 3	TOTAL AUDIENCE (Households (000) & %)					25,640 30.2		22,500 26.5		20,290 23.9		18,340 21.6		19,360 22.8			
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS (R)		NIGHT COURT (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					22,920 27.0		20,970 24.7		18,420 21.7		16,640 19.6		15,370 18.1	18.0*		18.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					40 25.6		36 28.3		32 25.1		30 24.4		30 21.7	29* 21.7		31* 19.4
W E K 4	TOTAL AUDIENCE (Households (000) & %)							18,170 21.4								18,930 22.3	
	ABC TV					REAGAN NEWS CONF.-ABC (8:00-8:37PM) (SUS)(-OP)				ABC THURSDAY NIGHT MOVIE DEADLY MESSAGES (8:37-10:37PM) (OP)(-OP)(SD)						20/20 (10:37-11:37PM) (OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)							9,680 11.4	9.3*		10.1*		11.3*		13.7*	13,160 15.5	17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							17 9.3	14* 9.3		14* 9.9		16* 11.0		21* 13.3	27 14.2	28* 17.2
W E K 5	TOTAL AUDIENCE (Households (000) & %)							20,800 24.5				23,940 28.2			18,930 22.3		
	CBS TV					REAGAN NEWS CONF.-CBS (8:00-8:35PM) (SUS)(-OP)				MAGNUM, P.I. (8:35-9:35PM) (OP)(-OP)(SD)				SIMON & SIMON (9:35-10:35PM) (OP)(-OP)(SD)		KNOTS LANDING (10:35-11:35PM) (OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)							16,050 18.9	16.7*		20.3*	22.4	21.4*		23.3*	15,960 18.8	19.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							27 16.0	24* 17.2		29* 19.5	33 21.2	31* 21.0		35* 23.0	33 23.6	32* 19.1
W E K 6	TOTAL AUDIENCE (Households (000) & %)							23,940 28.2		22,330 26.3		20,970 24.7		17,910 21.1		17,150 20.2	
	NBC TV					REAGAN NEWS CONF.-NBC (8:00-8:35PM) (SUS)(-OP)		BILL COSBY SHOW (8:35-9:05PM) (OP)(-OP)		FAMILY TIES (9:05-9:35PM) (OP)(-OP)(SD)		CHEERS (9:35-10:05PM) (OP)(-OP)		NIGHT COURT (10:05-10:35PM) (OP)(-OP)		HILL STREET BLUES (10:35-11:35PM) (OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)							21,310 25.1		20,720 24.4		19,020 22.4		15,880 18.7		13,580 16.0	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							36 22.5		35 26.1		33 24.0		28 22.3		28 22.4	27* 19.0
TV HOUSEHOLDS USING TV WK. 1		60.4	61.7	62.5	64.2	66.2	68.0	68.3	68.0	66.6	67.0	66.7	65.9	62.1	61.1	59.4	56.3
(See Def. 1) WK. 2		61.2	62.0	63.0	64.7	66.1	66.7	67.7	69.0	69.7	70.0	68.4	67.4	65.5	64.7	60.8	58.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. FEB.21, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 15, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{						17,320 20.4		18,590 21.9			12,990 15.3			12,230 14.4		
	ABC TV	{						BENSON		WEBSTER (SD)			STREET HAWK (SD)			MATT HOUSTON		
	AVERAGE AUDIENCE (Households (000) & %)	{						14,770 17.4		16,730 19.7			9,760 11.5	11.6*		9,930 11.7	11.7*	11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						28 16.4	18.4	31 19.4	19.9		18 11.9	18* 11.4	18* 11.4	20 11.8	19* 11.7	20* 11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						17,150 20.2					24,280 28.6			19,270 22.7		
	CBS TV	{						ANNE MURRAY: SOUNDS-LONDON (SUS-SD)					DALLAS (SD)			FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)	{						11,630 13.7	13.6*		13.8*		21,230 25.0	24.5*		16,470 19.4	19.8*	19.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						22 14.0	22* 13.1		22* 13.0		38 23.7	38* 25.3	39* 25.8	33 20.2	32* 19.4	33* 19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						15,540 18.3					14,180 16.7			15,880 18.7		
	NBC TV	{						CODE NAME: FOXFIRE (SD)					V			MIAMI VICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{						11,120 13.1	13.5*		12.7*		11,380 13.4	13.0*		12,650 14.9	15.0*	14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						21 13.5	22* 13.4		20* 12.8		21 12.8	20* 13.3	21* 13.5	25 14.7	24* 15.2	25* 14.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						16,560 19.5		16,640 19.6			12,990 15.3			12,480 14.7		
	ABC TV	{						BENSON		WEBSTER (SD)			STREET HAWK (SD)			MATT HOUSTON		
	AVERAGE AUDIENCE (Households (000) & %)	{						14,260 16.8		15,110 17.8			10,270 12.1	11.9*		10,440 12.3	12.5*	12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						28 16.1		29 17.5	18.2		19 11.9	19* 11.9	20* 12.2	21 12.5	21* 12.5	21* 12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						19,020 22.4					25,130 29.6			20,290 23.9		
	CBS TV	{						BUGS BUNNY'S 3RD MOVIE (SUS-SD)					DALLAS (SD)			FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)	{						13,750 16.2	15.2*		17.2*		21,900 25.8	25.3*		17,150 20.2	20.7*	19.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						27 14.9	25* 15.6		28* 17.1		41 24.8	41* 25.8	42* 26.6	34 20.8	34* 20.5	34* 20.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						14,430 17.0					12,740 15.0			16,470 19.4		
	NBC TV	{						CODE NAME: FOXFIRE (SD)					V (SD)			MIAMI VICE		
	AVERAGE AUDIENCE (Households (000) & %)	{						10,440 12.3	12.2*		12.4*		10,020 11.8	11.6*		13,410 15.8	15.4*	16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{						20 12.1	20* 12.4		20* 12.7		19 11.5	19* 11.7	19* 11.8	27 15.0	26* 15.9	28* 16.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.4	58.0	58.9	59.5	60.8	61.9	63.3	64.7	64.7	65.6	65.2	64.9	62.2	60.7	58.6	56.8
		WK. 2	56.1	57.2	57.8	59.1	59.1	60.6	61.8	61.8	61.6	61.9	62.7	63.0	60.0	60.4	59.6	57.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. FEB. 22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.16, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	55.4	56.7	57.1	58.2	58.2	59.5	59.6	60.3	61.3	61.9	61.5	61.0	58.9	58.5	57.9	56.5
WK. 2	53.8	55.2	56.7	57.4	58.7	59.7	60.8	61.7	61.8	61.9	61.4	61.2	58.2	57.4	57.0	56.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.23, 1985

		NATIONAL TV AUDIENCE ESTIMATES															
		TIME															
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,410 5.2													
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			4,250 5.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			16 5.0													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			10,870 12.8													
	NBC TV		SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)			6,540 7.7	8.8*		7.5*		6.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			21 8.9	22* 8.7	8.0	22* 6.9	6.2	21* 6.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,570 4.2													
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			3,570 4.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			10 4.2													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			12,060 14.2													
	NBC TV		SATURDAY NIGHT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)			6,960 8.2	9.9*		7.8*		6.6*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			23 10.0	24* 9.8	7.9	22* 7.7	6.9	22* 6.0								
TV HOUSEHOLDS USING TV WK. 1 52.6 48.4 41.7 38.9 36.0 33.6 30.1 28.5 24.9 22.9 20.1 17.4 14.9 13.0 11.6 10.9																	
(See Def. 1) WK. 2 52.5 48.4 42.4 39.1 36.4 34.5 31.5 28.6 24.8 22.5 19.2 17.1 14.8 13.6 12.3 11.4																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.17, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,690 17.3				20,380 24.0				27,420 32.3							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				LIFES-EMBARASSING MOMENTS (SD)				ABC SUNDAY NIGHT MOVIE HOLLYWOOD WIVES PT 1 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,190 12.0	11.6*		12.4*	15,880 18.7	17.8*		19.7*	18,680 22.0	22.5*		22.7*		21.6*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 11.5	18 *		19 *	27 17.2	26 *		28 *	33 22.5	32 *		33 *		34 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	26,060 30.7				20,290 23.9				18,510 21.8				16,470 19.4			
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	19,950 23.5	22.8*		24.3*	17,400 20.5	20.3*		20.7*	14,940 17.6	17.5*		17.7*	13,580 16.0	15.7*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	37 21.5	36 *		37 *	30 20.1	30 *		29 *	25 17.6	25 *		26 *	26 15.4	24 *		27 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,900 9.3		10,870 12.8		21,900 25.8											
	NBC TV		SILVER SPOONS (7:12-7:30PM) (OP)		PUNKY BREWSTER		NBC SUNDAY NIGHT MOVIE HITLER'S SS:PORTRAIT IN EVIL (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	7,050 8.3		9,680 11.4		13,410 15.8	15.2*		15.4*		15.8*		15.8*		16.3*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 7.7		17 8.5		24 15.0	22 *		22 *		23 *		23 *		25 *		27 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	12,990 15.3				22,670 26.7										10,190 12.0	
	ABC TV		RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE STAR TREK II (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	9,680 11.4	10.6*		12.1*	13,410 15.8	15.0*		15.0*		16.6*		16.6*		15.7*		8,910 10.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 10.1	16 *		18 *	22 15.0	21 *		20 *		23 *		23 *		24 *		17 10.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	25,130 29.6				22,070 26.0				19,270 22.7				19,700 23.2			
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	20,210 23.8	22.6*		25.0*	18,420 21.7	21.5*		22.0*	16,470 19.4	19.3*		19.6*	17,060 20.1	19.4*		20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 21.4	35 *		36 *	30 21.3	30 *		30 *	27 18.8	27 *		28 *	32 18.2	29 *		34 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	10,780 12.7		12,570 14.8		21,820 25.7				26,400 31.1							
	NBC TV		SILVER SPOONS		PUNKY BREWSTER		BOB HOPE LAMPOONS, TV '85 (SD)				NBC SUNDAY NIGHT MOVIE EVERGREEN, PART 1 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,910 10.5		10,950 12.9		17,230 20.3	19.1*		21.4*	18,930 22.3	22.4*		22.1*		22.6*		22.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 9.9		19 11.1		28 18.3	27 *		29 *	33 22.7	31 *		31 *		34 *		36 *
TV HOUSEHOLDS USING TV		WK. 1	62.0	63.9	65.2	66.1	67.0	68.4	70.0	70.7	70.3	69.8	69.3	68.3	65.0	63.2	61.6	59.8
(See Def. 1)		WK. 2	62.9	66.0	67.9	69.3	70.3	71.7	72.8	73.8	72.9	72.3	71.3	70.1	67.3	65.4	62.4	59.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,410 5.2													
	ABC TV			ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)			4,250 5.0													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			13 5.0													
1	TOTAL AUDIENCE (Households (000) & %)	4,670 5.5															
	CBS TV	CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	4,410 5.2															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 5.2															
2	TOTAL AUDIENCE (Households (000) & %)					1,440 1.7											
	NBC TV					G MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)					1,020 1.2											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					5 1.3	1.0										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,230 3.8													
	ABC TV			ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			16 3.7													
2	TOTAL AUDIENCE (Households (000) & %)	6,110 7.2															
	CBS TV	CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	5,770 6.8															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 6.8															
2	TOTAL AUDIENCE (Households (000) & %)					1,440 1.7											
	NBC TV					G MICHAELS SPORTS MACHINE (SUSTAINING 11:45-12:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)					1,360 1.6											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6 1.6											
TV HOUSEHOLDS USING TV WK. 1		51.7	44.3	35.9	31.7	26.8	24.3	21.6	19.2	16.5	15.1	13.2	11.7	9.6	8.0	7.1	6.3
(See Def. 1) WK. 2		51.2	45.1	36.3	31.1	26.2	23.3	20.0	18.0	15.8	14.2	11.6	10.6	9.4	8.6	7.7	6.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.11-15, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,350 6.3				5,860 6.9									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,160 4.9				5,010 5.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 4.8	4.9			22 5.8	6.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,910 4.6				4,330 5.1				6,200 7.3		5,690 6.7			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			3,060 3.6				3,570 4.2				5,260 6.2		4,920 5.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			16 3.5	3.8			16 4.1	4.2			23 5.9	6.5	21 5.6	5.9		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			5,350 6.3				5,010 5.9				3,400 4.0		5,260 6.2			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				TIME MACHINE		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			4,160 4.9				4,330 5.1				2,720 3.2		4,410 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 4.8	5.0			19 5.1	5.1			12 3.1	3.3	19 4.9	5.4		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,350 6.3				6,110 7.2									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,250 5.0				5,090 6.0									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23 4.9	5.2			24 6.0	5.9								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			3,400 4.0				3,820 4.5				6,030 7.1		5,690 6.7			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,720 3.2				3,230 3.8				5,090 6.0		4,840 5.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			15 3.1	3.3			15 3.7	3.8			22 5.7	6.3	21 5.6	5.8		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			4,920 5.8				4,920 5.8				3,310 3.9		5,350 6.3			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				TIME MACHINE		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.6				4,250 5.0				2,550 3.0		4,500 5.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 4.6	4.7			20 5.0	5.0			11 2.9	3.2	20 5.1	5.6		
TV HOUSEHOLDS USING TV WK. 1		14.0	16.6	19.3	21.7	23.2	24.4	24.7	25.5	26.1	26.9	26.6	27.0	26.9	27.5	27.3	27.6
(See Def. 1) WK. 2		13.4	15.9	17.9	20.0	21.7	23.0	23.9	24.4	24.7	25.6	26.1	26.1	26.2	26.9	26.9	27.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.18-22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.11-15, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		3,740 4.4	4,160 4.9	3,480 4.1	4,410 5.2	9,510 11.2	8,320 9.8										
	ABC TV		TRIVIA TRAP	FAMILY FEUD	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		3,140 3.7	3,650 4.3	3,060 3.6	3,820 4.5	7,390 8.7	6,540 7.7										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 3.7	15 4.2	12 3.5	15 4.4	26 7.6	24 8.7	27 9.2	24 7.8	24 7.6	24 7.5	24 7.7	24 7.7				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		8,150 9.6	9,850 11.6	9,420 11.1	7,730 9.1	5,600 6.6											
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS	AS THE WORLD TURNS	CAPITOL											
	AVERAGE AUDIENCE (Households (000) & %)		7,050 8.3	8,570 10.1	7,300 8.6	6,200 7.3	5,090 6.0											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		30 8.0	35 9.8	28 8.3	22 7.2	22 7.5	21 7.2	21 7.2	23 7.4	19 5.9	19 6.0	19 6.0					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		7,900 9.3	5,860 6.9	3,820 4.5	3,400 4.0	7,900 9.3	6,110 7.2										
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES	ANOTHER WORLD (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		6,790 8.0	5,180 6.1	3,310 3.9	2,970 3.5	6,450 7.6	4,920 5.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 8.0	21 6.1	13 3.8	11 4.0	23 7.2	18 5.7	24 7.8	24 7.8	24 5.7	24 5.9	24 5.7					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		3,570 4.2	3,570 4.2	3,140 3.7	3,910 4.6	8,660 10.2	8,070 9.5										
	ABC TV		TRIVIA TRAP	FAMILY FEUD	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		3,060 3.6	3,140 3.7	2,630 3.1	3,230 3.8	6,540 7.7	6,200 7.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 3.6	13 3.5	11 3.1	13 3.2	25 7.0	24 7.1	26 8.1	26 8.1	26 7.1	26 7.1	26 7.6					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		8,240 9.7	9,510 11.2	9,340 11.0	7,470 8.8	5,350 6.3											
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS	AS THE WORLD TURNS	CAPITOL											
	AVERAGE AUDIENCE (Households (000) & %)		7,050 8.3	8,240 9.7	6,960 8.2	6,110 7.2	4,840 5.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		31 8.1	35 9.4	28 8.3	23 8.2	23 7.0	19 7.4	28 8.0	28 8.0	28 7.4	28 7.4	28 5.7					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		7,730 9.1	6,280 7.4	4,080 4.8	3,400 4.0	8,070 9.5	6,450 7.6										
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES	ANOTHER WORLD (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		6,620 7.8	5,520 6.5	3,480 4.1	2,890 3.4	6,540 7.7	4,920 5.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 7.7	23 6.5	14 4.1	12 4.1	25 7.1	19 6.0	25 8.0	25 8.0	25 5.7	25 5.8	25 5.7					
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 27.5	WK. 2 28.3	28.5	29.6	30.7	31.4	31.1	31.8	33.0	33.5	32.8	32.9	32.1	32.3	31.6	32.3
			26.9	27.4	27.3	28.2	29.3	29.9	29.2	29.6	30.1	30.8	30.9	31.3	30.9	31.1	30.3	30.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.18-22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.11-15, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,590 11.3												10,950 12.9	
	ABC TV		{		GENERAL HOSPITAL				(S) (OP)								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		7,640 9.0												9,510 11.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 8.6		8.8* 9.1		9.2* 9.1								19 11.1	
	TOTAL AUDIENCE (Households (000) & %)		{		8,410 9.9				2,970 3.5								14,090 16.6	
	CBS TV		{		GUIDING LIGHT (SD)				BODY LANGUAGE								CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,880 8.1		7.9* 24		8.3* 24		2,630 3.1						12,650 14.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 7.7		24* 8.0		24* 8.3		9 3.0		3.1				25 14.8	
	TOTAL AUDIENCE (Households (000) & %)		{		4,750 5.6												11,720 13.8	
	NBC TV		{		SANTA BARBARA												NBC NIGHTLY NEWS	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		10,020 11.8												10,530 12.4	
	ABC TV		{		GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		8,070 9.5												9,250 10.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		29 9.1		30* 9.6		29* 9.8								19 10.8	
	TOTAL AUDIENCE (Households (000) & %)		{		7,560 8.9				2,890 3.4								12,900 15.2	
	CBS TV		{		GUIDING LIGHT (SD)				BODY LANGUAGE								CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,200 7.3		7.2* 23		7.5* 23		2,460 2.9						11,460 13.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23 7.0		23* 7.4		23* 7.4		8 2.9		2.9				23 13.3	
	TOTAL AUDIENCE (Households (000) & %)		{		4,410 5.2												11,210 13.2	
	NBC TV		{		SANTA BARBARA												NBC NIGHTLY NEWS	
TV HOUSEHOLDS USING TV (See Def. 1)	TOTAL AUDIENCE (Households (000) & %)		{		33.3 31.4		34.8 32.7		35.1 33.3		36.2 34.4		36.5 34.3		38.2 35.9		39.3 37.6	
	AVERAGE AUDIENCE (Households (000) & %)		{		3.7 11		3.6* 11*		3.9* 12*								9,930 11.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		3.6 3.6		3.6 3.6		3.8 3.8		3.9 3.9						20 11.4	
	TOTAL AUDIENCE (Households (000) & %)		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	AVERAGE AUDIENCE (Households (000) & %)		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	TOTAL AUDIENCE (Households (000) & %)		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	AVERAGE AUDIENCE (Households (000) & %)		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	
	TOTAL AUDIENCE (Households (000) & %)		{		42.9 42.5		45.7 45.0		48.2 47.2		51.4 50.1		54.9 53.5		57.4 56.1		58.9 57.7	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.18-22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 16, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,310 3.9		3,480 4.1		4,250 5.0		4,580 5.4		4,580 5.4		4,750 5.6	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.0		2,970 3.5		3,400 4.0		3,820 4.5		3,740 4.4		4,080 4.8	
	SHARE OF AUDIENCE %					18		17		15		16		14		15	
	AVG. AUD. BY ¼ HR.					2.8	3.1	3.2	3.7	4.0	4.1	4.3	4.6	4.2	4.7	4.8	4.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,820 4.5		5,770 6.8		7,300 8.6		6,450 7.6		5,860 6.9		6,450 7.6	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					3,060 3.6		4,580 5.4		6,030 7.1		5,430 6.4		4,670 5.5		5,350 6.3	
	SHARE OF AUDIENCE %					21		25		27		22		18		20	
	AVG. AUD. BY ¼ HR.					3.3	4.0	5.1	5.8	6.7	7.5	6.4	6.4	5.4	5.5	6.1	6.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,500 5.3		5,010 5.9		7,220 8.5		9,000 10.6		11,120 13.1		9,250 10.9	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,650 4.3		4,080 4.8		5,940 7.0		7,900 9.3		9,510 11.2		7,900 9.3	
	SHARE OF AUDIENCE %					25		23		27		32		36		29	
	AVG. AUD. BY ¼ HR.					3.7	4.8	4.5	5.1	6.5	7.5	9.2	9.3	11.3	11.1	9.2	9.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,650 4.3		4,750 5.6		5,260 6.2		4,580 5.4		4,500 5.3		4,580 5.4	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,890 3.4		3,910 4.6		4,330 5.1		3,740 4.4		3,740 4.4		3,820 4.5	
	SHARE OF AUDIENCE %					20		22		20		16		15		15	
	AVG. AUD. BY ¼ HR.					3.0	3.8	4.2	5.0	5.0	5.2	4.3	4.5	4.5	4.3	4.4	4.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,230 3.8		4,750 5.6		6,030 7.1		6,200 7.3		5,770 6.8		6,370 7.5	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.0		3,910 4.6		5,350 6.3		5,010 5.9		4,750 5.6		5,350 6.3	
	SHARE OF AUDIENCE %					18		22		25		21		19		21	
	AVG. AUD. BY ¼ HR.					2.5	3.5	4.6	4.6	6.3	6.3	5.9	5.9	5.4	5.9	6.1	6.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,080 4.8		4,670 5.5		6,540 7.7		8,660 10.2		8,570 10.1		7,810 9.2	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.8		3,910 4.6		5,430 6.4		7,560 8.9		7,640 9.0		6,960 8.2	
	SHARE OF AUDIENCE %					23		22		25		32		30		27	
	AVG. AUD. BY ¼ HR.					3.5	4.1	4.2	5.0	5.9	6.9	8.6	9.2	8.9	9.1	8.1	8.3
TV HOUSEHOLDS USING TV WK. 1		8.0	10.0	12.0	14.2	17.5	19.3	20.8	23.3	26.0	27.4	28.2	29.2	30.4	31.4	32.5	33.0
(See Def. 1) WK. 2		8.9	10.6	12.8	14.4	17.0	19.4	20.8	22.7	24.4	26.5	27.8	28.3	28.6	30.4	30.5	31.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. FEB. 23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 16, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,750 5.6		5,350 6.3		5,180 6.1		4,580 5.4		4,670 5.5							
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS SWITCH-RESCUE, PT2		AMERICAN BANDSTAND	INT'L-TENNIS CHAMPS-SAT.								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.7		4,840 5.7		4,410 5.2		3,230 3.8		1,610 1.9	2.1*		2.0*		2.1*		1.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 4.5		18 5.0		16 4.9		12 3.9	3.8	6 2.2	7 *	2.0	6 *	2.0	7 *	1.4	5 1.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1		5,690 6.7		5,430 6.4		4,580 5.4		3,990 4.7		8,410 9.9					
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		SATURDAY SUPERCARDE		POLE POSITION		CHARLIE BROWN/SNOOPY SHOW (SD)		CBS NCAA BASKETBALL-SAT LSU VS SYRACUSE LOUISVILLE VS SMU (2:00-4:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5		4,500 5.3		3,480 4.1	3.8*		3,740 4.4		3,230 3.8		3,310 3.9	3.8*		4.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 6.6	6.3	16 5.5	5.1	13 3.9	12 *	3.7	13 *	4.3	12 3.7	4.0	12 3.6	12 *	4.1	4.2	12 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,320 9.8		7,390 8.7		6,110 7.2		4,250 5.0		7,560 8.9							
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK		NBC COLLEGE BASKETBALL NOTRE DAME VS DUKE (1:00-3:03PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	7,050 8.3		6,450 7.6		5,010 5.9		3,480 4.1		2,890 3.4	3.3*		3.2*		3.4*		3.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	26 8.4	8.2	23 7.6	7.6	18 6.0	5.8	13 4.0	4.2	11 3.3	10 *	3.4	10 *	3.1	11 *	3.7	11 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.4		4,840 5.7		4,580 5.4		4,670 5.5									
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS ADV-2 MIN WEREWOLF		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.7		4,160 4.9		3,910 4.6		2,550 3.0	2.8*		3.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 4.7	4.6	16 4.8	5.0	15 4.6	4.5	10 3.0	9 *	2.6	10 *	3.1					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1		4,750 5.6		3,480 4.1		2,890 3.4		10,440 12.3							
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE		SATURDAY SUPERCARDE		POLE POSITION		CBS NCAA BASKETBALL-SAT ST. JOHN'S VS SYRACUSE VA COMMONWEALTH VS MEMPHIS ST (1:30-3:38PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5		3,740 4.4		2,210 2.6	2.4*		2,290 2.7		4,250 5.0	4.3*		4.9*		4.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 6.4	6.6	14 4.7	4.2	8 2.4	8 *	2.5	9 *	2.7	15 4.0	14 *	4.5	15 *	4.8	4.5	14 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1		6,200 7.3		5,520 6.5		3,910 4.6		9,170 10.8							
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK		NBC COLLEGE BASKETBALL OKLAHOMA VS KANSAS OREGON VS ARIZONA MULTI-SEGMENT TELECAST(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 7.0		5,430 6.4		4,670 5.5		3,230 3.8		3,570 4.2	4.2*		3.9*		3.9*		4.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	23 7.1	6.9	21 6.2	6.6	18 5.3	5.7	12 3.8	3.8	13 4.1	14 *	4.2	12 *	3.7	12 *	4.4	13 *
TV HOUSEHOLDS USING TV		WK. 1	32.6	33.1	32.1	32.6	32.3	32.8	32.2	32.7	32.2	32.1	32.2	32.4	31.2	32.4	33.1	33.5
(See Def. 1)		WK. 2	30.9	31.4	30.0	30.3	30.1	30.9	31.2	30.9	30.4	30.9	31.2	32.5	31.7	32.4	33.6	34.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. FEB. 23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 16, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
TOTAL AUDIENCE (000) & %	{	8,740						10,950									9,250		
		10.3						12.9									10.9		
		PRO BOWLERS TOUR																ABC WIDE WORLD-SPORTS SAT	
		ABC WRLD NEWS TONIGHT-SAT																	
AVERAGE AUDIENCE (000) & %	{	5,350						5,350									7,730		
		6.3						6.3									9.1		
		17	5.6*			6.5*		6.9*	6.3	6.4*		5.9*		6.8*			18		
		16 *			18 *		18 *	15	16 *		14 *		15 *			8.8			
		5.2	6.0	6.3	6.7	6.8	6.9	6.1	6.7	6.2	5.6	6.4	7.1		9.4				
TOTAL AUDIENCE (000) & %	{					10,950											9,510		
						12.9											11.2		
		CBS NCAA BASKETBALL-SAT																CBS SAT. NEWS-SCHIEFFER	
		LSU VS SYRACUSE LOUISVILLE VS SMU (2:00-4:00PM)																	
AVERAGE AUDIENCE (000) & %	{					4,500											8,410		
						5.3		3.6*		4.1*		6.3*		7.4*			9.9		
			4.0*		3.9*		3.6*		4.1*		6.3*		7.4*			19			
		12 *		11 *		13	10 *	10 *		15 *		17 *			9.5	10.3			
		4.0	3.9	4.2	3.7	3.5	3.7	4.1	4.2	5.8	6.9	7.3	7.5						
TOTAL AUDIENCE (000) & %	{	7,980								5,180							7,220		
		9.4								6.1						8.5			
		SPORTSWORLD-SAT.																ANDY WILLIAMS GOLF-SAT	
		(3:03-5:06PM) (OP)(-OP)																	
		(5:06-6:00PM) (OP)																	
AVERAGE AUDIENCE (000) & %	{	3,230								3,310							6,110		
		3.8								3.9		3.8*		3.9*			7.2		
		10	2.7*		3.6*		4.1*		4.5*		3.9	3.8*		3.9*			14		
		8 *		10 *		11 *		11 *		9	9 *		9 *		6.9	7.5			
		2.4	2.9	3.4	3.8	3.9	4.2	4.4	4.7	3.9	3.7	3.8	4.0						
TOTAL AUDIENCE (000) & %	{	8,070						11,120									9,080		
		9.5						13.1								10.7			
		PRO BOWLERS TOUR																ABC WIDE WORLD-SPORTS SAT	
		(3:00-4:35PM) (-OP)																	
		(4:35-6:00PM) (OP)																	
AVERAGE AUDIENCE (000) & %	{	4,920						5,770									7,470		
		5.8						6.8		5.5*		6.7*		7.9*			8.8		
		16	5.0*		5.9*		6.5*	6.8	5.5*		6.7*		7.9*			17			
		14 *		16 *		17 *	16	15 *		16 *		18 *		8.8	8.8				
		4.7	5.2	5.8	6.0	6.4	6.6	5.5	5.4	6.3	7.2	7.6	8.3						
TOTAL AUDIENCE (000) & %	{			5,520				9,850									10,020		
				6.5				11.6								11.8			
		DORAL EASTERN OPEN-SAT.																CBS SPORTS SATURDAY	
		(3:38-4:30PM)(OP)																	
AVERAGE AUDIENCE (000) & %	{			3,910				4,920									8,240		
				4.6		4.5*		4.7*	5.8	4.6*		5.9*		6.9*			9.7		
			5.8*		4.5*		4.7*		5.8	4.6*		5.9*		6.9*			19		
		17 *		13		13 *		13 *	15	13 *		15 *		16 *		9.5	9.9		
		5.4	6.3	4.5	4.5	4.8	4.6	4.5	4.7	5.6	6.2	7.1	6.8						
TOTAL AUDIENCE (000) & %	{	9,760															9,080		
		11.5														10.7			
		SPORTSWORLD-SAT.																NBC NIGHTLY NEWS-SAT.	
		MULTI-SEGMENT TELECAST (OP)																	
AVERAGE AUDIENCE (000) & %	{	3,990															7,640		
		4.7								4.1*						9.0			
		13	3.2*		4.6*		6.1*		4.1*						18				
		9 *		13 *		16 *		11 *						8.6	9.4				
		3.6	3.1	4.2	5.1	6.4	5.8	4.3	3.9	<<									
TV HOUSEHOLDS USING TV	WK. 1	34.5	36.2	36.8	37.1	38.0	39.2	40.5	41.5	42.4	43.4	43.7	45.4	49.0	51.1	51.7	53.5		
	Def. 1)	34.8	35.7	36.5	36.7	37.9	38.5	37.5	37.7	40.7	42.8	43.5	44.9	47.5	49.3	51.4	52.7		

U.S. TV Households: 84,900,000

(1) CBS NCAA BASKETBALL-SAT, ST. JOHN'S VS SYRACUSE VA COMMONWEALTH VS MEMPHIS ST, CBS, (1:30-3:38PM)

For explanation of symbols, See page A.

DAY SAT. FEB. 23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 17, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 84,900,000

8,070											2,970	
9.5											3.5	
SUNDAY MORNING												
FACE THE NATION												
4,160											2,380	
4.9	4.0*									5.3*	5.5*	2.8
20	19 *									21 *	20 *	9
3.4	4.5	5.3	5.3	5.3	5.3	5.7	2.7	2.8				

7,130											2,970	
8.4											3.5	
SUNDAY MORNING												
FACE THE NATION												
4,080											2,380	
4.8	4.2*									5.0*	5.1*	2.8
20	20 *									21 *	20 *	9
3.6	4.7	5.1	5.0	5.0	5.0	5.3	2.9	2.7				

5.3	6.5	8.2	10.2	13.5	15.5	17.6	19.4	22.3	25.2	26.4	27.1	27.3	28.2	28.6	28.8
7.0	8.3	10.2	11.8	14.1	15.8	18.2	20.0	22.7	23.5	24.1	25.6	26.4	26.6	27.9	29.2

For explanation of symbols, See page A.

DAY SUN. FEB. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,750 5.6				1,020 1.2				6,880 8.1						
	ABC TV			THIS WEEK-DAVID BRINKLEY					SPORTSBEAT		INT'L-TENNIS CHAMPS-SUN. (1:30-5:08PM)							
	AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7	3.6*			850 1.0				1,870 2.2	2.2*			1.8*	1.7*	
	SHARE OF AUDIENCE %			11	11 *			3				6	6 *			5 *	5 *	
	AVG. AUD. BY ¼ HR. %			3.4	3.8	3.7	3.9	1.0	.9			2.4	2.1	1.9	1.7	1.7	1.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,980 20.0												
	CBS TV											DAYTONA 500 (12:00-3:42PM)						
	AVERAGE AUDIENCE (Households (000) & %)					7,050 8.3	5.3*		7.7*		9.3*		10.1*		9.1*		8.8*	
	SHARE OF AUDIENCE %					23	16 *		22 *		27 *		28 *		26 *		24 *	
	AVG. AUD. BY ¼ HR. %					4.9	5.7	7.2	8.1	9.1	9.5	10.2	9.9	9.5	8.8	8.9	8.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							3,140 3.7							11,630 13.7			
	NBC TV							MEET THE PRESS		RELIGIOUS SERIES (SUS)				NBC COLLEGE BASKETBALL-SU DEPAUL VS ST. JOHN'S (2:00-4:16PM)				
	AVERAGE AUDIENCE (Households (000) & %)							2,550 3.0							5,090 6.0	4.6*	5.7*	
	SHARE OF AUDIENCE %							9							16	13 *	16 *	
	AVG. AUD. BY ¼ HR. %							3.1	2.9					4.3	5.0	5.5	6.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			6,110 7.2				2,970 3.5									16,050 18.9	
	ABC TV			THIS WEEK-DAVID BRINKLEY					SPORTSBEAT		(1)							
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.6	4.4*			2,210 2.6							6,540 7.7	6.6*	6.6*	
	SHARE OF AUDIENCE %			14	14 *			7							18	17 *	17 *	
	AVG. AUD. BY ¼ HR. %			4.4	4.4	4.7	5.0	2.6	2.6							6.2	7.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,780 12.7											9,510 11.2	
	CBS TV															CBS SPORTS SUNDAY (2:30-4:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)					4,670 5.5	4.1*		5.4*		5.8*		5.7*		6.2*		4,920 5.8	
	SHARE OF AUDIENCE %					16	13 *		15 *		17 *		16 *		17 *		15	
	AVG. AUD. BY ¼ HR. %					3.9	4.4	5.1	5.6	6.0	5.7	5.8	5.6	6.3	6.1	4.8	4.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							3,820 4.5			8,320 9.8							
	NBC TV							MEET THE PRESS						NBC COLLEGE BASKETBALL-SU GEORGIA VS KENTUCKY (1:00-3:16PM)				
	AVERAGE AUDIENCE (Households (000) & %)							3,140 3.7			3,310 3.9	3.2*		3.6*		3.7*	4.3*	
	SHARE OF AUDIENCE %							11			11	9 *		10 *		10 *	11 *	
	AVG. AUD. BY ¼ HR. %							3.6	3.8	2.9	3.4	3.6	3.6	3.7	3.7	4.2	4.4	
TV HOUSEHOLDS USING TV		WK. 1	28.8	29.8	31.1	32.4	33.1	34.4	35.1	35.4	35.0	36.4	37.2	36.8	36.1	37.1	37.3	
(See Def. 1)		WK. 2	30.6	31.8	31.6	32.1	32.4	33.8	35.4	35.5	34.8	35.9	35.6	35.8	36.6	37.7	39.3	

U.S. TV Households: 84,900,000

(1) USFL FOOTBALL, ABC, NEW JERSEY VS BIRMINGHAM, ABC, (2:30-6:00PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 17, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

WK. 2

37.8	38.6	38.8	39.3	39.9	40.8	41.5	42.1	44.1	45.2	46.8	49.8	52.8	53.8	55.0	56.9
40.0	41.0	41.6	41.8	42.5	42.9	43.2	43.8	46.8	48.8	49.6	51.6	54.3	56.4	58.5	59.6

U.S. TV Households: 84,900,000

(1) NBC COLLEGE BASKETBALL-SU, GEORGIA VS KENTUCKY, NBC, (1:00-3:16PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-MON	1	9.53- 9.54PM	9.45	10,950	12.9	10,950	12.9	19	12.9										
	2	9.47- 9.48PM	9.45																
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	9,170	10.8	9,170	10.8	16	10.8										
	2	9.46- 9.47PM	9.45																
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	17,320	20.4	17,320	20.4	30	20.4										
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	18,510	21.8	18,510	21.8	32	21.8										
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45																
	1	9.11- 9.12PM	9.00																
EVENING THURSDAY																			
ABC ABC THURSDAY NIGHT MOVIE	2	8.37-10.37PM	+GRID 10.30																
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	15	9.8										
	2	10.35-10.36PM	10.30																

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.47- 8.48PM	8.45	16,810	19.8	16,810	19.8	31	19.8										
	2	8.46- 8.47PM	8.45							14,430	17.0	14,430	17.0	28	17.0				
ABC ABC NEWSBRIEF-FRI	1	9.57- 9.59PM	9.45	9,510	11.2	9,170	10.8	17	10.8										
	2	9.58- 9.59PM	9.45							9,680	11.4	9,680	11.4	18	11.4				
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45																
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58- 8.59PM	8.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	12,060	14.2	12,060	14.2	24	14.2										
	2	8.57- 8.59PM	8.45							12,740	15.0	11,460	13.5	22	13.5				
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,970	14.1	11,970	14.1	23	14.1	13,160	15.5	13,160	15.5	25	15.5				
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,850	11.6	9,850	11.6	19	11.6	10,020	11.8	10,020	11.8	19	11.8				
CBS NEWSBREAK-SAT.	1	9.50- 9.52PM	9.45	13,160	15.5	13,070	15.4	25	15.4										
	2	9.58- 9.59PM	9.45							10,020	11.8	10,020	11.8	19	11.8				
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,020	11.8	10,020	11.8	20	11.8	10,270	12.1	10,270	12.1	20	12.1				
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,280	7.4	6,280	7.4	12	7.4										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.35- 8.36PM	8.30	16,220	19.1	16,220	19.1	27	19.1										
	2	9.00- 9.01PM	9.00							14,090	16.6	14,090	16.6	23	16.6				
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	18,590	21.9	18,590	21.9	32	21.9										
	2	9.53- 9.55PM	9.45							13,670	16.1	13,330	15.7	22	15.7				
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	14,770	17.4	14,770	17.4	25	17.4	14,770	17.4	14,770	17.4	24	17.4				
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	12,570	14.8	12,570	14.8	22	14.8	13,500	15.9	13,500	15.9	23	15.9				
NBC ANDY WILLIAMS GOLF-SUN(S)	1	4.16- 7.12PM	7.00	14,600	17.2	5,600	6.6	14	9.3										
							9.3*	16*											
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45							14,690	17.3	14,690	17.3	23	17.3				
	1	9.00- 9.01PM	9.00	10,870	12.8	10,870	12.8	18	12.8										
NBC NBC NEWS DIGEST-2-SUN.	2	10.05-10.06PM	10.00							15,620	18.4	15,620	18.4	27	18.4				
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	1	>	11.30	5,350	6.3	4,160	4.9	14	5.6	M-F									
	2	11.30-12.00MD	11.30								5,940	7.0	4,670	5.5	16	6.2	MTUWF		
			11.45				5.0*	14*	4.4	M-F						4.8	MTUWF		
			12.00				3.7*	13*	3.7	WED.									
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.07-12.37AM	12.00								3,820	4.5	2,970	3.5	13	4.4	THU.		
			12.15													3.5	THU.		
			12.30													2.7	THU.		
ABC ABC ROCKS		12.00-12.32AM	12.00	1,870	2.2	1,440	1.7	5	2.1	FRI.	2,630	3.1	1,870	2.2	7	2.5	FRI.		
			12.15						1.4	FRI.						1.9	FRI.		
			12.30						1.5	FRI.						1.7	FRI.		
ABC EYE ON HOLLYWOOD CONT'D		>	12.00	1,610	1.9	1,360	1.6	6	1.7	M-TH	1,700	2.0	1,360	1.6	6	1.7	M-W		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			12.15						1.6	M-TH							1.5	M-W	
ABC EYE ON HOLLYWOOD-CONT'D			12.30						1.4	TU & W							1.2	M & TU	
CBS AMERICAN PORTRAIT	1	>	8.45	16,640	19.6	16,300	19.2	27	19.4	MTUTH		12,820	15.1	12,820	15.1	22	9.9	TU&TH	
	2	>	9.00														20.2	THU.	
			9.30														13.7	M-F	
CBS NEWSBREAK-M-F		>	9.45	13,670	16.1	13,840	16.3	25	17.3	M-F		12,230	14.4	11,380	13.4	20	13.7	M-F	
			10.00						10.7	WED.							17.3	THU.	
			10.30														6.1	M-F	
CBS LATE MOVIE I		>	11.30	7,640	9.0	5,260	6.2	20	6.9	M-F		6,710	7.9	4,500	5.3	18	5.4	M-F	
			11.45				6.6*	18*	6.3	M-F					5.8*	16*	5.3	MTUWF	
			12.00						6.2	M-F							5.3	M-F	
			12.15					6.0*	5.9	M-F						5.1*	5.0	M-F	
			12.30					21*	5.6	M-F							4.8	M-F	
			12.45					23*									5.2	M-F	
			1.00														5.3	THU.	
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,330	5.1	3,400	4.0	21	4.4	M-F		3,650	4.3	2,890	3.4	20	3.8	M-F	
			12.45					20*	4.2	M-F						3.6*	3.5	MTUWF	
			1.00						3.9	M-F							3.4	M-F	
			1.15					22*	3.8	M-F						3.3*	3.3	M-F	
			1.30														3.4	THU.	
			1.45														2.9	THU.	
		VARIOUS TIMES	(SUS)														3.1*	23*	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,190	1.4	1,100	1.3	13	1.3	M-THSU		1,100	1.3	1,020	1.2	13	1.2	M-WSU	
			2.15						1.3	M-THSU							1.2	M-WSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	1,950	2.3	930	1.1	22	1.6	M-THSU		1,870	2.2	760	.9	19	1.4	M-THSU	
			2.45					22*	1.5	SUN.							1.4*	19*	
			3.00						1.5	SUN.							1.3	SUN.	
			3.15					21*	1.3	M-THSU							1.3	M-THSU	
			3.30						1.3	M-THSU							1.1	M-THSU	
			3.45					22*	1.2	M-THSU							1.0	M-THSU	
			4.00						1.2	M-THSU							1.0	M-THSU	
			4.15					23*	1.1	M-THSU							.9	M-THSU	
			4.30						1.1	M-THSU							.8	M-THSU	
			4.45					24*	1.1	M-THSU							.8	M-THSU	
			5.30						1.1	M-THSU							.9	M-THSU	
			5.45					24*	1.1	M-THSU							.8	M-THSU	
CBS CBS-NIGHTWATCH-2-MO(B)	2	2.30- 3.00AM	2.30						1.1	M-THSU		1,100	1.3	1,020	1.2	17	1.3	MON.	
			2.45														1.0	MON.	
CBS CBS-NIGHTWATCH-2-MON.(B)	1	2.30- 3.00AM	2.30	1,440	1.7	1,190	1.4	18	1.5	MON.									
			2.45						1.3	MON.									
CBS CBS-NIGHTWATCH-2-TH(B)	2	2.36- 3.20AM	2.30									1,190	1.4	760	.9	11	1.0	THU.	
			2.45														1.0*	11*	
			3.00														.8	THU.	
			3.15														.7	THU.	
CBS CBS-NIGHTWATCH-2-THU.(B) CONT'D	1	2.30- 3.00AM	2.30	1,190	1.4	1,020	1.2	16	1.3	THU.									

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D															
CBS CBS-NIGHTWATCH-2-THU.(B)-CONT'D			2.45						1.2 THU.						
CBS CBS-NIGHTWATCH-2-TU(B)	2	2.30- 3.00AM	2.30							850 1.0		850 1.0	13	1.0	TUE.
CBS CBS-NIGHTWATCH-2-TUE.(B)	1	2.30- 3.00AM	2.30	1,530 1.8		1,270 1.5	19		1.6 TUE.					1.0	TUE.
CBS CBS-NIGHTWATCH-2-WED.(B)	2	2.30- 3.00AM	2.30							1,020 1.2		930 1.1	15	1.2	WED.
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,040 13.0		11,040 13.0	19		13.0 M-F	11,630 13.7		11,630 13.7	20	9.9	M-F
NBC NBC NEWS DIGEST-2-M-F		9.58- 9.59PM	9.45	12,060 14.2		12,060 14.2	21		14.2 TU&TH	8,910 10.5		8,910 10.5	16	10.5	M-F
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,760 11.5		6,030 7.1	22		8.5 M-F	9,420 11.1		5,940 7.0	23	8.7	M-F
			11.45			8.0*	22*		7.6 M-F			8.1*	23*	7.6	MTUWF
			12.00						6.6 M-F					7.0	M-F
			12.15			6.1*	22*		5.6 M-F			6.5*	24*	6.0	M-F
			12.30											5.2	THU.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.45									5.1* 24*		5.0	THU.
			1.00											4.5	THU.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	3,570 4.2		2,970 3.5	17		3.7 M-TH	3,820 4.5		3,140 3.7	20	4.2	M-TH
			12.45						3.4 M-TH					3.6	M-W
			1.00											3.6	THU.
			1.15											3.1	THU.
			1.30											2.9	THU.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.30	6,200 7.3		2,890 3.4	16		5.0 FRI.	5,940 7.0		2,890 3.4	16	4.7	FRI.
			1.45			4.5*	17*		4.0 FRI.			4.3*	17*	3.9	FRI.
			1.00						3.7 FRI.					3.4	FRI.
			1.15			3.4*	16*		3.2 FRI.			3.2*	16*	3.0	FRI.
			1.30						2.6 FRI.					2.7	FRI.
			1.45			2.4*	15*		2.3 FRI.			2.5*	16*	2.3	FRI.
			1.00	2,630 3.1		2,290 2.7	17		2.9 M-TH	2,800 3.3		2,380 2.8	19	3.2	M-TH
			1.15						2.4 M-TH					2.6	M-W
			1.30											2.6	THU.
			1.45											2.4	THU.
			2.00											2.2	THU.
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,610 1.9		1,530 1.8	19		1.8 M-F	1,440 1.7		1,360 1.6	17	1.6	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,460 2.9		2,290 2.7	18		2.7 M-F	2,120 2.5		2,040 2.4	17	2.4	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,710 7.9		6,710 7.9	25		7.9 M-F						
	2	>	2.45							6,960 8.2		7,130 8.4	27	8.0	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.00- 5.00PM	4.00	9,590 11.3		6,620 7.8	21		6.8 WED.						
			4.15			7.2*	20*		7.6 WED.						
			4.30						8.4 WED.						
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC AFTERSCHOOL SPECIAL(S)-CONT'D			4.45					8.4*	22*	8.5	WED.								
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,700	2.0	1,360	1.6	16		1.5 1.8	M-F M-F	1,700	2.0	1,360	1.6	17	1.5 1.7	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,790	8.0	6,620	7.8	27		7.8	M-F	6,880	8.1	6,710	7.9	28	7.9	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,110	7.2	5,770	6.8	19		6.8	M-F	5,260	6.2	5,010	5.9	17	5.9	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,720	3.2	1,950	2.3	17		1.7 2.9	M-F M-F	2,550	3.0	1,870	2.2	17	1.8 2.6	M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,250	5.0	4,250	5.0	16		5.0	MWF	4,080	4.8	4,080	4.8	16	4.8	MWF	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,970	3.5	2,380	2.8	16		2.8		3,480	4.1	2,970	3.5	20	3.5		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,580	5.4	3,910	4.6	16		4.6		3,990	4.7	3,740	4.4	15	4.4		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,840	5.7	3,820	4.5	14		4.5		4,250	5.0	3,650	4.3	14	4.3		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,920	5.8	4,160	4.9	15		4.9		4,330	5.1	3,910	4.6	15	4.6		
ABC PRO BOWLERS TOUR	2	3.00- 4.35PM	+GRID 4.30									8,070	9.5	4,920	5.8	16		6.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,080	4.8	3,650	4.3	24		4.3		3,650	4.3	3,140	3.7	21	3.7		

CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,430	6.4	4,920	5.8	26	5.8			4,080	4.8	3,740	4.4	20	4.4		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,180	6.1	4,580	5.4	18	5.4			5,010	5.9	4,500	5.3	18	5.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,520	6.5	4,920	5.8	18	5.8			5,600	6.6	5,010	5.9	19	5.9		
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	4,080	4.8	3,820	4.5	14	4.5										
CBS CBS NCAA BASKETBALL-SAT	2	1.30- 3.38PM	+GRID 3.30									10,440	12.3	4,250	5.0 6.1*	15 17*		6.1	
CBS IN THE NEWS- 1.56PM	1	1.56- 1.59PM	1.45	3,480	4.1	3,140	3.7	12	3.7										
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,410	5.2	4,330	5.1	28	5.1			3,650	4.3	3,570	4.2	23	4.2		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,580	5.4	4,410	5.2	23	5.2			4,410	5.2	4,250	5.0	23	5.0		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,830	10.4	8,660	10.2	32	10.2			7,220	8.5	7,050	8.3	27	8.3		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	8,070	9.5	7,900	9.3	29	9.3			6,880	8.1	6,620	7.8	26	7.8		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,920	5.8	4,580	5.4	16	5.4			4,920	5.8	4,840	5.7	18	5.7		
NBC NBC COLLEGE BASKETBALL	1	1.00- 3.03PM	+GRID	7,560	8.9	2,890	3.4	11											
	2	1.00- 3.08PM	+GRID 3.00									9,170	10.8	3,570	4.2 4.8*	13 14*		4.8	
NBC SPORTSWORLD-SAT.	1	3.03- 5.06PM	+GRID 5.00	7,980	9.4	3,230	3.8 5.0*	10 12*	5.0										
DAY SUNDAY																			
ABC INT'L-TENNIS CHAMPS-SUN.(S)	1	1.30- 5.08PM	+GRID 5.00	6,880	8.1	1,870	2.2 3.2*	6 7*	3.2										
CBS FOR OUR TIMES(SUS)		6.30- 7.00AM	6.30																
CBS DAYTONA 500(S)	1	12.00- 3.42PM	+GRID 3.30	16,980	20.0	7,050	8.3 5.8*	23 15*	5.8										

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY-CONT'D																	
CBS NBA ON CBS	1	3.42- 6.10PM	+GRID 6.00	16,470	19.4	6,450	7.6	18	10.1	10.1							
CBS DORAL EASTERN OPEN-SUN(S)	2	4.00- 6.05PM	+GRID 6.00								12,900	15.2	5,860	6.9	16	9.0	
NBC NBC COLLEGE BASKETBALL-SU	2	1.00- 3.16PM	+GRID								8,320	9.8	3,310	3.9	11		
	1	2.00- 4.16PM	+GRID 3.15 4.15	11,630	13.7	5,090	6.0	16	7.5*	19*					5.3*	13*	4.2

Line-up changes

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March 8, 1985

NIELSEN NATIONAL TV RATINGS REPORT 2ND JANUARY 1985 REPORT January 14-27, 1985

The following revised program audience data are the result of program line-up changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % WK	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % WK	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
PG. A-35 WEEKEND DAYTIME ABC SPORTSBEAT	2	12.30-1.00PM	12.30 12.45									1,870	2.2	1,440	1.7	4	1.5 1.8	SUN SUN	
PG. A-39 EVENING THURSDAY ABC ABC NEWSBRIEF-THU	1	9.58-9.59PM	9.45	9,930	11.7	9,930	11.7	17	11.7	THU									
PG. A-40 EVENING MONDAY-FRIDAY ABC ABC NEWS: NIGHTLINE-THU	2	12.00-12.12AM	12.00									3,910	4.6	3,740	4.4	15	6.4	THU	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	WK 1	WK 2	WK 1	WK 2	EX Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 11 EVENING ABC NEWSBRIEF-THU	1	THU 9.58P	1	ABC N	190	193	97	96	A	12.2	18	104
PG. 29 LATE FRINGE ABC NEWS: NIGHTLINE-THU	2	THU 12.00M	12	ABC N		198		97	A	4.4	15	374
PG. 52 WEEKEND DAYTIME SPORTSBEAT	2	SUN 12.30P	30	ABC SC	63	77	48	49	A	1.8	4	153